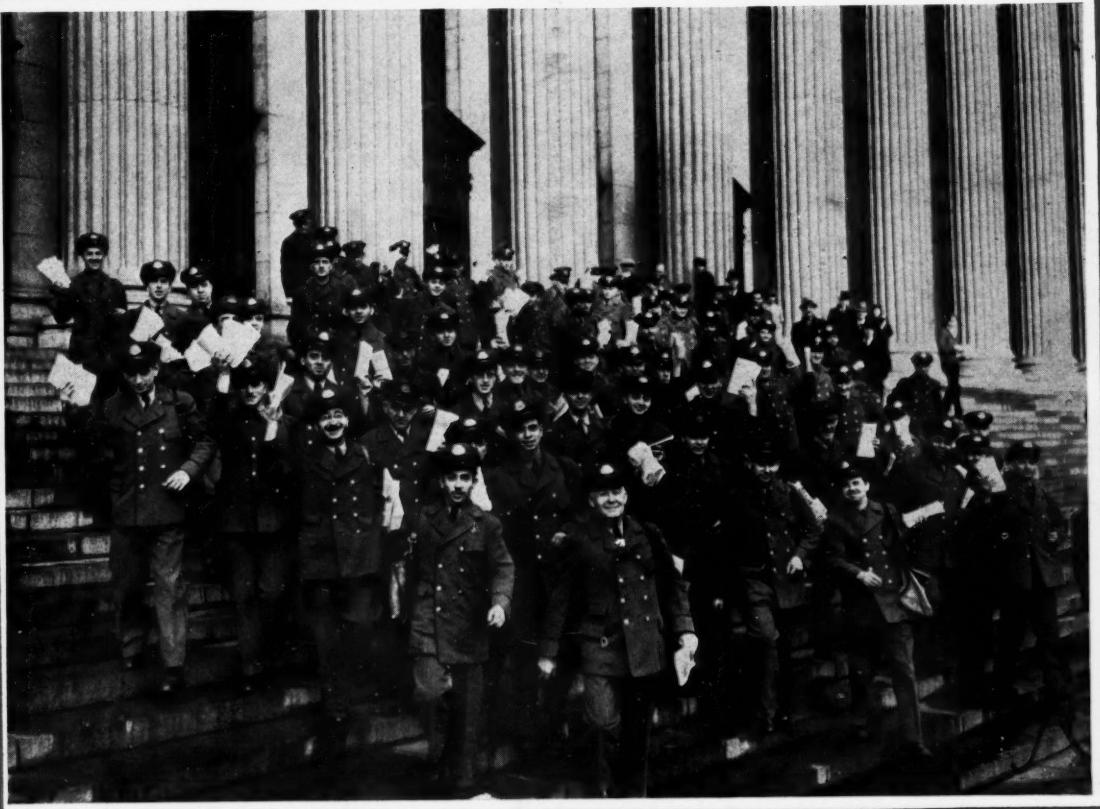


The REPORTER of Direct Mail Advertising

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Busy Time for the Mailmen

**A Report on November, 1945
Direct Mail Activities**



Tomorrow's industrial develop-

ment may well surpass the growth of the automobile and the amazing sale of radios after World War I. Yet the most sensational inventions will not necessarily become the best sellers. Rather, big volume will show up in goods appealing to the imagination of the most people and serving them best. And mass markets, countless jobs and fine profits will result from continuous, hard-hitting advertising. Champion is a hard-hitting paper which will be right there with improved printing qualities and that feel of sturdy character which helps make any good story more convincing. Make it Champion paper for your every job.

THE *Champion Paper* AND FIBRE COMPANY... HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeteries . . . 2,000,000 pounds a day

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

District Sales Offices

THE REPORTER OF DIRECT MAIL ADVERTISING

Third Installment

Getting the Right Start In Direct Advertising*

A course of study for "beginners" who want to start learning about a most intricate, but effective, form of Advertising

conducted by
HARRIE A. BELL

A PAUSE FOR SELF ANALYSIS

Anyone who hopes to make his living from the practice of advertising—especially the planning of Direct Advertising—should be able to understand and to follow instinctively the general procedure recommended in these papers up to this point.

What has been outlined here is not so much an exposition of advertising as it is a groundwork for selling. And that applies, whether one is trying to sell a product, a service or only an idea.

You must understand all the various processes necessary to complete the sale, and to recognize clearly the one particular step in the process which your contribution is expected to effect.

So I repeat that—if you hope to find success in this business of invoking emotional reactions with words and pictures, to influence people to buy—you must certainly master the technique of selling, at least so far as it is outlined in the foregoing chapters. A further study of textbooks and articles on salesmanship is strongly advised, as a corollary to what has been said here. The admonition may well be included that you never abandon your reading on the subject of salesmanship.

Advertising, you now understand, is only a tool; the purpose for which you are using that tool is to make sales; at least, to advance one necessary step in effecting a sale.

Advertising is not a thing justified in itself. To earn its keep it must do something. *Determine what you expect it to do. Plan your advertising to do that specific thing.*

If you have understandingly followed the discussions in previous chapters, and if you now understand what you are about, you can—with intelligent use of your knowledge—take an active part in the creation of direct advertising for some useful purpose in pursuit of sales.

But here we come to a fork in the road—perhaps even to a hurdle which may appear too high to get over. Let's plainly face these obstacles to our progress.

The road so far has been in one direction; it now branches into two roads, one marked "copy" and the other "layout."

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And don't forget to mention here "From All Us Beginners."

Dear Mr. Hoke:

Congratulations to your publication for printing Harrie A. Bell's articles on Direct Mail Advertising.

To say I await feverishly every issue is to put it mildly. One way to show my appreciation . . . I can't resist making the attached drawing in a true spirit of thankfulness.

I believe all beginners join me in this hearty prize ring handshake to you and Mr. Bell.

With sincere thanks,

Bill Schattan
1728 - 2nd Avenue
New York 28, N. Y.

Reporter's Note: Reader reactions to Harrie Bell's Course for Beginners are very encouraging. Many of the old-timers like it too. Along about February or March of 1946 we'll announce a publication date for the Course in durable book form. We think it will become the standard textbook for all beginners in Direct Advertising.

H.H.

■ **MORE NEWS FOR HOUSE MAGAZINES.** The editor of the Bankers Life Insurance Company of Nebraska's monthly house organ inserted between the November cover and first page, a 5x8 pink sheet headed: "Here is an item of news which might be of interest to others if printed in THE BROADCASTER."

A swell idea for news gathering . . . much better than the company bulletin board.

REPORT FROM HOLLAND

Amsterdam
August 15, 1945

Dear Sirs:

I may have been the only one in Holland, but I was a member of the D. M. A. A. and a faithful reader of *The Reporter*.

Then, in 1940, came the usurpation of the Netherlands by Germany. Our brave soldiers stood without aid and were defeated by the far more numerous Germans.

During the first two years the German occupation was hard, the last three years it was unbearable. And the last year defies all description.

I live in a cottage, about 30 miles from the office. Owing to the heroic railway-strike of 40,000 men, I could not go to the office any more. Every week our village was hunted for men to take them away to Germany.

I left off shaving and having my hair cut, in order to look like an old man. Under the footboards of my house I dug a hole, to hide in when the Nazis entered the houses on their man-hunt. Often I have been concealed in this hole, when the danger was near.

Then the famine came. The rations were so small, that starvation was inevitable. To keep alive, I had to cycle into the country, to the farmers, for some bread and potatoes. This was dangerous, for if you were not arrested yourself, there was always the chance of your bicycle being "confiscated".

The hunger gnawed at our insides, if we tried to sleep at night. I saw my wife, my son Marinus of 12 and my little daughter Jeanette of 10, get weaker. To get food, I had to go further and further into the country. There were no coals for heating. With the wood of some small trees I had to try and get through the cold winter-months.

The offices were often closed, as the personnel suffered from starvation too. Every day the danger threatened that the Germans would come to take everything from the office and bring it to Germany. Always I had women-clothes ready, to escape in.

Not everyone can hope to be a top-flight copywriter. A natural or an acquired facility in the use of words, with an understanding of their phonetic values and their delicate shades of meaning are definitely helpful. But it must be frankly admitted that the high school phenomenon in English composition may flop at writing sales copy. A thorough knowledge of grammar and syntax is highly desirable—but is no criterion of success.

The bald fact is that you learn to write good sales copy by writing, rewriting, and writing again, with a definite purpose clearly in mind, and with a capacity to stick to that one purpose without wandering afield. But there are some who can never write excellent sales copy. You may be one of them. But don't let that deter you. The more fully you understand what you want to do, and why, the more effective your copy will be. And copy that is sincere, lucid and direct to the meat of the matter—even if a little awkward in structure—is more sales-pulling than smooth flowing wordage which leaves the reader uncertain of its purpose, disinterested or unconvinced.

My advice, therefore, is to stride boldly down the "copy" road. Try your hand at sales copy—whether you think you can write or not. Criticize your work, revise and rewrite the same piece of copy. Check it for its probable effect on your readers. Check it for truth, for overstatement, for its capacity to stimulate desire. Check it for its clarity. Can the reader "get" what you are trying to say? Check it for content—have you included all you intended to—does it tell more than is desirable at this time?

Then check it for response. After all of this labor on your part, have you made quite clear what action you want the reader to take? Or what reaction you want it to have on him? And have you pointed out the easy way to take that action, if action is your goal?

Not everyone can write excellent sales copy. But you never know your own power until you try, and try and try. And here is a most comforting fact: If what you have written is founded on a sound knowledge of what you have for sale, the kinds of people who will read it, and why they may want to buy—and if it is sincerely presented without overstatement—even such copy (though not a work of art) will do a sound job in helping to create sales.

You may not develop into the best copywriter in your neck of the woods, but if you honestly present your goods to the right people at the right time, and invoke the correct motives to enlist their active desire, you'll get along.

What has been said about copywriting applies in equal measure to the making of layouts.

A layout is a kind of map or plan to show how the piece of advertising will look when it is finally produced.

The creator of a piece of advertising usually starts with a very sketchy plan, showing what copy goes here and what copy goes there, with spots indicated for the illustrations, and maybe some suggestion of the color or colors to be used.

In preparation of newspaper and periodical advertising (so-called "space" advertising) the layout embraces customarily just one rectangular area, wherein the various units of type and illustration are arranged to best advantage.

Direct advertising uses this one-area layout on some of its forms, like mailing cards; but many of the forms of direct advertising are more complicated, such as folders, booklets and broadsides.

In consequence, the student who begins to work out a layout for a 6 page folder, for example, must visualize not only one rectangular shape (the cover page) but must also consider the relationship of the cover design to every other page of that folder. Furthermore, he must visualize the effect of his layout on the reader at various stages of its perusal—as when the folder is first opened, and then as it is opened to its full spread.

Making the layout for a direct advertising piece therefore becomes a multi-layout problem, calling for due regard for harmony of the various pages from the first to the last, and as a complete design.

Because of this fact it seems advisable as a beginning to take a sheet of paper, cut it to proper size, and fold it to the shape of the actual finished piece. This blank sheet, folded to exact size, is called a "dummy." When you have drawn on it your suggestions for arrangement of type matter and illustrations, it has become a "layout."

If your work on the layout has been rather sketchy—just as a suggestion—it is a "*rough*" layout.

Should you develop your plan for the position of type and illustrations more or less to actual measurement—lettering in the important headlines, perhaps—it is called a "*comprehensive*" layout.

When your layout is most carefully drawn—illustrations either accurately sketched by an artist, or photostats (or proofs of illustrations) pasted in—with type headings well lettered, with every measurement of type matter accurately indicated, and the whole thing in correct colors—that is a "*finished*" layout.

In making layouts—as in writing copy—you may not develop into a top-notcher. You don't have to. Your layout is, after all, merely a map to present to someone else so that they may understand what you propose to do.

How far you will have to develop your layouts, in your own job, will depend on circumstances. Usually, the rough layout is all you need to prepare, to determine your own conception of the job. If you have to submit your layout to others for approval, the visualizing capacity of those "others" will determine the matter.

In my business I present many layouts to customers for their consideration. In the great majority of cases the requirement is for a layout halfway between "*comprehensive*" and "*finished*".

If you are blessed with the natural ability to prepare good looking layouts, make good use of it. But don't let it fool you. A good looking layout is not always a sales-impelling layout. The lay-

And when the Nazis left our village for a short time, I secretly brought out the "Reporters" of 1939 and the Postage and Mailbag, and I read and enjoyed myself, and longed for the day that I should once more get into touch with my American friends.



Picture of the writer, disguised to elude the Nazis.

Thousands have died of starvation. Thousands of my countrymen have been frozen to death. No electricity, no gas, no coals, no food, that is how we have struggled through this winter.

And now the moment has come that I can write to you again, now the old "Reporters" are once more lying upon my desk, as well as the samples of the members of the D. M. A. A., and now no German is going to arrest me or to shoot me.

Thanks to the great exertion of your country and your people we are free again.

Nevertheless the misery is still very great here. We are in need of everything. We have no decent coats for the winter, the food for our families is not sufficient to regain strength. My little daughter Jeanette has suffered most.

Our typewriters and multigraphs are worn. The multigraph ribbons are quite pressed out. Nevertheless we are optimistic about the future. In its great historical past Holland has given the world much through its painters, poets, architects, explorers, jurists and philosophers.

The world, and especially the U. S. A. will support Holland to get to its feet again, to be able to help building a better world.

(Continued on Page 6)

Dear friends and colleagues—may I soon hear from you?

M. Spruytenburg
De Mutator
Willemsparkweg 112
Amsterdam, Holland

Supplementary Information

I have attached a short description of what I went through myself in the five years of the German occupation. You may read therein, how the "Reporter" was a support to me, to keep up my professional knowledge and my love for our line of business.

For that I am very grateful to "The Reporter" and the D.M.A.A.

Now that we, over here, cannot yet place any orders in America, I should like to ask, whether my American colleagues can help me.

Would you put a paragraph in "The Reporter," to put me on my feet again? May I write down here what I need so badly?

Food for my family; fat, egg-powder, milk-powder, meat, raisins. Clothes and shoes for my children. Some typewriters. A multigraph, with ribbons, types and rollers, (plates). Bicycle tyres, 28-1½. A motor-bicycle or a car, with spare-tyres.

In America many cases are being packed for friends and relations in Holland. Perhaps the D.M.A.A. will soon be packing some cases for me.

If my hundreds of American colleagues would each support me a little bit, that would be a great help to me in the difficult times that are ahead of us.

Could I, abiding the definite stabilization of the valuta, again become a subscriber to "The Reporter" and a member of the D.M.A.A.?

Is it possible to send me some back numbers of "The Reporter"?

With kind regards to all your collaborators.

Reporter's Note: Glad to reprint in full this first report from a Direct Mail man in a liberated country. We've entered the subscription. Also suggesting D.M.A.A. start membership until funds are available. Who has a couple of unused multigraphs?



"Did you hear about the fellow who invented a device for looking through walls?"

"No, I didn't. What does he call it?"

"A Window."

From Convoys, h.m. of
Cupples-Hesse Corp.,
St. Louis 15, Missouri.

out, like advertising itself, is merely a tool which we use to attract attention, to create interest and to impel to action. Don't let designing of the layout lure you away from the business in hand. Many a handsome advertising folder or booklet has been too handsome. Recipients observed the beauty of the layout and design, but neglected to react to the product advertised.

If you think you can't make layouts, I assure you that with practice you can, if you want to. I have seen some very inept students tackle the job, and practice with determination sufficient to turn them into reasonably fair creators of layouts. Toss the crude efforts away, and try again. Then repeat the process.

There's nothing revolutionary about this advice. No serious contender in any of the sports ever got to be a threat to others until he got down to a routine of heavy practice. Budge, they say, was not much of a tennis player in the beginning. Joe Burke, the champion sculler, crowded in practice sessions at every opportunity, day in and day out, year after year.

You can't become a producer of good copy, nor a creator of workable layouts, unless you are willing to go through a like course of continuous, serious training. "Practice makes perfect" may not be literally true; but "practice makes improvement" is true.

Your advancement will not be measured by what you know, but by how intelligently you make use of what you know. Practice will develop your capacity to use your knowledge effectively.

Early in the year, at the Price School, I find the students will hand in as their assignment the first drafts of the copy they write, and their first crude layouts. As the year progresses I note their work improving. And many times students will submit two or three layouts on the same assignment. They learn to try, and try again—and some of them want the instructor to note the improvement.

We who have been at it for a long time are not exempt. It is still a fact that my wastebasket fills up with discarded copy and scribbled layout sheets faster than the finished work piles up on my desk. So don't despair if your layout technique develops slowly.

Now to get back to the fork in the road. Your copywriting may be fair, but your layouts none too good. Or it may be the reverse. A student is likely soon to discover which road is easier for him—and sadly enough he often takes it. If he takes the easy road, he will probably never get back to the other one again, for the two branch out, and lead farther and farther apart. But straight ahead, between the two roads is that hurdle of which we spoke.

It's your job to take that hurdle. To take it you'll have to concentrate on the hard job (whether it is writing copy or making layouts) and make yourself more proficient in the job you hate to do. It takes grit, determination and practice. But if you do exert yourself, and top that hurdle, you'll be well repaid. For once over the hurdle you'll be on a straight road ahead, labelled both "copy" and "layout"—a course that it is highly desirable for a direct advertising creator to travel.

Let's get that point clear. In large advertising agencies a lay-

out man is a layout man. By the same token, a copywriter is a copywriter.

This is not at all the general rule in the direct advertising field—nor probably in the smaller agencies. The planner of direct advertising who can do only one part of the job is decidedly handicapped. The reason for this appears when you ask yourself where young people are likely to find jobs after they have prepared themselves to a point justifying job seeking.

While specialization of function has been carried rather far in preparation of space advertising, it is not the case in most direct advertising jobs. It is particularly not the case in those jobs in which you may have an interest—if you are specializing in direct advertising. For that reason, it is important that at this point you do a little self analysis, and begin to think ahead to what you'll need to know to hold down a job.

Your decision to fit yourself to create both copy and layouts, even if you do not excel in one of them, will be a safeguard to help you land a job, and to assure your advancing when you do get one.

SUGGESTIONS ON WRITING COPY

A salesman should be "sold" on his product, and should have, in consequence, a wealth of honest enthusiasm for the thing he is trying to sell. Any salesman who does not "believe" in his goods and the firm he represents will have a difficult job indeed.

You, as a copywriter, are merely a salesman. If you cannot work up a wholesome respect for what you are asked to advertise it is highly doubtful that you can write convincing sales copy about it.

But when you do have that belief in the value of your goods, you can swing right into your presentation of its advantages to buyers.

Write, as nearly as you can, just as you would talk. Imagine yourself telling a friend about the advantages he would receive if he possessed what you are selling.

Get going on your approach to the subject from any angle which occurs to you, and keep on writing as hard as you can. Write all you can think of, from that initial approach. Then shift to some other advantage and write fully from that angle.

Put down in *some* written form every possible advantage, and don't stop your writing until you can think of no further thing to say. In all probability, if you follow this routine, you will have written too much for your purpose, and will have used too many words to express your ideas. Your grammar may also be wobbly.

It is now time to cull the useless phrases; to cross out completely unnecessary ideas; to eliminate sentences or whole paragraphs which seemed important as you were writing, but which now appear to be superfluous.

Other writers have told me, as I also find, that the first two paragraphs are often wholly eliminated. The effective approach seems to develop only after a sort of warming up, as represented by

EXPLAINING DIRECT MAIL TO AGENTS

Here's how the Maryland Casualty Company, Baltimore 3, Maryland, explains its Direct Mail plan in November, 1945, issue of "The Marylander."

Most of our agents are familiar with our Direct Mail plan but, briefly, it works like this:

You send in to your supervising office a list of 15 to 25 (or more in exceptional cases) carefully selected names at regular intervals, designating the line which the letters are to cover. These lists are sent to our Home Office Advertising Division, where letters are written by electric automatic typewriters and individually addressed.

The Direct Mail plan is flexible, and can be adapted to your individual requirements:

1. We will type the letters on your own agency letterheads and return them to you to be signed with your name and mailed locally. Or, if you prefer, we will sign for you.
2. At your request, we will use a letter which you compose yourself, type it on your letterhead and return to you for mailing.
3. If you wish the letters written on company stationery and signed by an officer of the company, with your name as agent appearing in the body of the letter, this will be done. These letters are mailed from Baltimore, postage paid.

It has been found that the most effective letters are those individually typed on your agency letterhead and signed by you.

THANKS FROM M. L. S.

Thanks . . . for the many advance orders for autographed copies of Henry Hoke's new exposé "It's a Secret." Since our original letter was prepared there have been several delays on production details, but everything is running smoothly now, even if slightly late. Reynal & Hitchcock are the publishers, and book will receive top promotion. Their opening advertisements have appeared in **Publishers Weekly** announcing first release date on January 16th, 1946. We will have copies before then. We are holding all orders here and will ship copies as soon as delivered by printer.

M. L. Strutzenberg.

ADVICE TO JOB SEEKERS

The Reporter office is trying its best to act as a clearing house for Direct Mail job seekers. We are referring many applicants to the New York Advertising Club Vocational Committee . . . but we also urgently recommend that those in New York area visit the Man Marketing Clinic sponsored by the Sales Executives Club of New York. Here's the latest dope about it.

MEETS every Tuesday evening at 7:00 sharp in the Central Commercial High School, 214 East 42nd Street, New York. No charge. No obligation.

PURPOSE, to help you decide where to make best use of your talents and to help you to land a better job, in your present company or elsewhere by applying sound merchandising methods to the selling of your abilities.

FREE, informal, friendly forums operating on the basis that there is somebody smarter than anybody—and that is, everybody.

HELPS you to land more quickly, on a higher level, to see yourself objectively, dig out hidden assets, overcome liabilities, avoid negative approaches and build presentations to give you wide coverage with a well organized campaign.

DON'T ASK FOR A JOB, SELL A SERVICE!

AN OLD STUNT . . . but still a good one, is being used by B. F. Goodrich Company, Akron, Ohio, to help dealers open up tire sales. Multigraphed letters, mailed from Chicago, signed by the Passenger Tire Sales Manager, W. E. Ireland of Akron, are personalized by having local distributor's name and address included in the next to last paragraph.

With the letter goes the Goodrich Sales Manager's card, on the back of which is processed in simulated blue ink handwriting: "Mr. Dealer, please give the holder of this card preferred attention in getting the new tires he needs. W. E. Ireland."

To complete the stunt, a miniature 4" x 5½" file folder labeled . . . "from file of J. J. Newman, Vice President" . . . is enclosed. The folder contains eight miniature reproductions of testimonial letters from satisfied customers.

the first few paragraphs. When those early paragraphs are not stricken out, they often are transposed to a place further along in the copy.

Don't be afraid to rewrite and rewrite. Study what you have developed in your second or third draft of copy, against your check list of points you intended to cover.

Substitute more specific and more colorful words, where, in your haste to put down thoughts on paper, you may have used generalities. Substitute shorter and more familiar words where you find you have slipped in some two-dollar terminology. Also, smooth up your grammar.

Some writers recommend that you read the copy aloud, to judge of its effectiveness. Several men for whom I write copy always insist on my reading it to them, as a check on its rhythm.

Rhythm is not rhyme; nor is it that constant repetition of regular "beats" that is a fundamental quality of conventional poetry. But when you can write your copy so that it has a flow of tonal sounds which (if read aloud) are pleasant and, to some elusive degree, balanced and harmonious, then, I'd say, "you've got rhythm." And rhythm in copy has a definite value from the sales point of view.

This value of rhythm is no doubt due to the fact that "sound-balanced" phrases seem to stick longer in the reader's mind. Good slogans are almost invariably illustrative of this. "I'd walk a mile for a Camel" has rhythm. "Your best friend won't tell you" has it. You can test any number of them yourself.

Now, if your copy is to do its part in helping to make sales, it must leave in the mind of the reader some definite picture of what you said. Rhythm in expressing your important sales points can help you accomplish this. It won't come easy, at first. But keep this in mind, and try it again and again. Eventually you'll get the hang of it, and then it will become a natural part of your style—and a valuable accomplishment.

One further remark about rhythm. The beginning of a sentence or the beginning of a paragraph are good places to use important copy. The final words of either a sentence or a paragraph are excellent spots for emphasis. In consequence, if you can so phrase your thoughts that a well-rounded, easily-remembered phrase (which is a sound sales-point regarding the product) can fall as the final words in the paragraph, you have done something highly worthwhile. Such a rhythmic phrase at the end of a sentence is good, but coming at paragraph-end it is ideal.

It is time to remind you that, in writing advertising copy, there are several "musts":

1. The introductory words must *catch the interest* of the prospect—or he may go no farther, and all your effort is wasted.
2. The facts and ideas you present must *continue to hold that attention*—or the reader may drop it before he gets your complete story.
3. The whole presentation must be made from *the reader's point of view*—not from the seller's.
4. What you say must be *clear, at a glance*—and require no rereading to determine what you mean.

These four qualities are essential no matter what product, service or idea you may be presenting. But even these four essentials are not enough. What you have to say, if it is to do its full job, must certainly arouse in the reader some desire to possess the goods and to take the action you propose in that direction.

There is nothing mysterious about copywriting. It is simply putting into words the same kind of persuasive sales talk that personal salesmen are using every day to make sales. You attempt to picture in the reader's mind the advantage it would be to him to trade his money for the thing you have to sell; or to make further inquiry; or to see it at his retailer's; or whatever else may be sought, as your Basic Idea for the advertising piece in hand. But whatever your purpose, you must induce him to *do something*, or to *think something*—or your whole effort is wasted.

One of the best training schools for copywriting is some experience in actual personal selling. This brings you into contact with many types of people, with opportunity to study their reactions. The copywriter who has the privilege of going out to sell a product before he tries to help sell it by the written word is exceedingly fortunate.

On the sales firing line you will learn that buyers have great sales-resistance. They do not want to buy. You will observe them putting up their defenses—raising objections. From this, the copywriter can take another tip; ferret out the natural objections a prospect will raise, as he reads your sales copy, and beat him to the gun.

For example, automobiles are nice things to own, but they do cost money to run. So the manufacturers meet that objection of yours with "20,000 miles on one set of tires," or "20 miles to the gallon of gas," and a host of other such offsets to the upkeep objection. Study the advertising you see, for this point.

Be sure to include in *your* copy the answers to customary defenses your prospective buyers may set up. The personal salesman can do this when the objection comes up, but you must anticipate it, and prepare against it in advance.

Remember, also, that your copy should not be a mere description of the product, but rather a picture of the benefits the buyer will receive when he acts, or reacts, as you suggest—or when he owns the product which you are presenting.

For the purposes of this study of direct advertising, only a few of the phases of preparation of advertising copy can be touched on. What has been noted here is selected as of importance to beginners. In no way is it a complete exposition of the subject; in fact, it scarcely scratches the surface.

There are available a number of books by eminent copywriters, and there are constantly appearing in the trade magazines highly illuminating discussions on copywriting for advertising. Particularly, there are study courses on copywriting taught by men who are thoroughly qualified to teach this subject. Students who hope to develop beyond the entrance gate to copywriting will, naturally, extend their study in some of these other places.

(To be continued)

A LETTER TALKS TO ITS WRITER

Before you sign me, let me say
That I don't feel so good today,
I'm not equipped to meet a buyer
Because I lack sufficient fire
To drive home what you would
convey.

For instance, there's my letterhead,
It's uninspiring, flat and dead
And doesn't catch the reader's
eye—
Remember that I have to vie
With other letters to get read.

My meaning isn't crystal clear,
The way I talk is insincere,
I'm cluttered up with phrases
trite
The kind of stuff they used to
write
Way back there in a distant year.

I'd rather not go in the mail
Because I do not want to fail.
Suppose you brush me up a bit
Imbue me with some charm and
"it"
Before I try to make a sale.

Forget the "I" and make it "YOU"
And get my reader's point of view.
Rewrite, delete, correct, revamp
And make my three-cent postage
stamp
Present a story fresh and new.

—Orville E. Reed.

From HOSPITALity, h.m. of
American Hospital-Medical
Benefit, Detroit 26, Michigan

QUESTION

Will the constituents of the Honorable Hadwen C. Fuller of New York, member of the House of Representatives, United States Congress . . . please write him this question:

"Why do you prostitute your franking privilege by giving (or selling) your franked envelopes (enclosing speech of Frank E. Gannett) to the discredited, reactionary Committee for Constitutional Government? Why should this Rumley-run propaganda outfit enjoy your free mailing privilege?"

The misuse of the franking privilege is still a disgrace.

HIGHLIGHTS of DMAA CONFERENCE

MORNING SESSION

Following the awards to Direct Mail Leaders, Howard Korman, DMAA President, turned over the morning session to Chairman Hunter Snead, McCann-Erickson, Inc., New York.

* * *

Research

Panel Leader: Howard A. Stone, Vice President, Daniel Starch and Staff, New York. **Panel Speakers:** Richard Manville, New York; Joseph Ungar, Fair Trade Merchandising, New York.

Discussion by Leader — Research should provide you with a road map for study before you start out; should help you pick the shortest road to where you want to go; forewarn you against the rough spots and detours.

Research is simply knowing what you are doing and why you are doing it that way; eliminating fancy in favor of fact; replacing guesswork by knowledge.

Why use Direct Mail instead of one of the other media? This basic question has led to action on the part of other major media, who have searched for facts about themselves. Today, for magazines, newspapers and radio, there is available a whole galaxy of road maps to help advertisers get the most out of the dollars they spend to influence people.

What comparable data do you have about Direct Mail?

First, what is the market for your medium? Direct Mail has a tremendous advantage over other media. It can be, and is, tailor-made for any product, or any subject. You can build your mailing list with a degree of potential customer concentration not available in other media.

Second, is your Direct Mail read? How often has it been said, "Direct Mail goes into the wastebasket unopened, or nobody reads Direct Mail"? They used to say similar things about newspaper, magazine and radio advertising. Research has laid low those ghosts. But, in Direct Mail, the question mark remains . . . the size of the wastebasket is unknown.

Reporter's Note: What about the proven results shown in statements of the Direct Mail Leaders?

Third, is your Direct Mail influencing people? Direct Mail has been associated in many people's thinking

Reporter's Note: The 1945 DMAA one-day Conference was held on October 19th. The proceedings were sound recorded. The final manuscript of 170 pages (not counting the unreportable but entertaining Peter Donald Luncheon) did not reach us until too late for the last issue. We turned the digesting job over to a young man who has grown up in the advertising business, but who had only a few days before the Conference been discharged from a four year stint in the Navy. We told him to use his fresh mind to dig for the facts worth passing along . . . and supplied him with a dozen well sharpened blue pencils with instructions to use them mercilessly. For further comments, see end of report.

with coupons, returns, or answers of some sort. If coupon returns were used as the sole guide in judging the vast majority of advertising in other media there wouldn't be much advertising in those other media. The emphasis on measuring Direct Mail only in terms of returns has tended to discourage the use of Direct Mail for promotion work which doesn't call for replies from the reader.

Advertising and sales promotion are just members of the selling team. They aren't expected to carry the entire load in producing action. Hence, other media talk about how many impressions you have made, or how many people you reach with your ad or your program. Can you, in Direct Mail, offer comparable information? Until you can, the full possibilities of Direct Mail will not be realized.

Other media have used research to strengthen their position in a highly competitive business. Direct Mail should follow their lead.

The Panel—If your Direct Mail is designed to make an impression, that can be measured. Send out a mail questionnaire to find out, let's say, what three companies in your field are thought of first by buyers. Percentages will show how your company rates. Then start your campaign. Every six months send out an identical questionnaire and watch your rating.

Here's how we use Direct Mail as a research tool. (1) We use it for testing copy by sending two identical postcards of two different stories. The best copy, judged by returns, is then run in mail order type copy. (2) Getting information about dealer preferences, concerning the type of display they want, the type of advertising they prefer, what company they like to be affiliated with. (3) Testing the mechanics of the Direct Mail questionnaire.

A specific problem came up recently as to whether or not we should use a 3¢ return envelope or a postage reply envelope. A split run test got 2 to 1 in favor of the 3¢ stamped envelope.

Reporter's Note: That test always works the same. Reporter gave those figures in 1938.

(4) In testing out a premium versus a non-premium questionnaire. (5) We use Direct Mail in forecasting probable response to the questionnaire by sending out a pilot questionnaire, which supplies us with a complete estimate and what a full national run would cost. (6) We use Direct Mail for rounding up customers for interviewing, believe it or not. We analyze magazines or newspapers by interviewing readers, who come to us upon special invitation. Response from this type of mailing runs from 2% to 30%. (7) We use Direct Mail to supplement radio ratings.

* * * *

Ours (Fair Trade Merchandising) is primarily a merchandising service to independent druggists. At our request last June, 850 of our 1300 member drug stores each sent us 100 of their customer names and addresses. We mailed out a penny postcard to these customers and asked them to come to the store for a free 36 page booklet called "Occurrences to Remember", wherein they could list birthdays, anniversaries, etc. This was a straight test to check response.

Three weeks later we sent out a questionnaire to the 850 stores and got 384 replies (or 44%). We asked the stores to keep the cards brought in; asked the dealers to keep track of how many of these customers made purchases and how much was spent by each.

The 384 stores reported a total of 12,793 cards for booklets. 321 stores of the 384 kept a record and reported purchases by 6,191—46 neglected to keep the record and 17 said they had no sale. 234 stores kept track of the sales and reported a total of \$2,818.45, which was an average of \$12.04 per store, or 63¢ per customer.

The druggist, where he prepares the material, has never done much under his own name in a professional, custom-tailored way. So, we purposely made our material look "corny," like it came from the guy around the corner and not from a super-advertising agency.

In another test recently, we took 100 stores for a soap company that was selling a 15¢ cake of soap, de luxe compared to standard brands. We mailed out penny postcards, inviting



A GOOD OLD-FASHIONED MERRY CHRISTMAS

The enchanting spell of Christmas . . .
the kindly and joyful sentiments that
brighten this holiday season . . . how
richly to be cherished in this of all years,
when peace reigns once more.

Again the time-honored words,
"Peace on earth to men of good will",

can be spoken with renewed hope.

We at International send our sincere
greetings to all our friends. International
Paper Co., 220 E. 42nd St., New York 17.

INTERNATIONAL
PAPERS *for Printing
and Converting*



the girls to come in and get a free 15¢ cake of soap. The results on that were about 20% but we found something interesting, when checking the neighborhoods on returns. In the swankier neighborhood we had one card from a very top store. That was all. In middle class sections of Brooklyn, returns were from 15 to 35. In a poorer neighborhood, the guys handed out 60 and 70 cakes of soap. Make your own conclusions.

Copy

Panel Leader: James F. Grady, Wallace Clark & Company, New York.
Panel Speakers: Miss Harriet Raymond, Asst. Advertising Manager, Celanese Plastics Corporation; Richard Morris, Richard Morris Associates; James Downey, The Dictaphone Corporation; Harrie Bell, Allen, Lane and Scott, Philadelphia.

Discussion by Leader—We are entering a highly competitive era. In spite of shortages and the fact that we all need so much and have the money to buy, buyers will be critical about the letters and various forms of direct advertising sent to them. Therefore, direct advertising has a tremendous job facing it and perhaps the greatest opportunity in its history.

What kinds of copy will win out in this competition? Will it get and hold the customer's interest? Will it describe the goods and services so clearly and so persuasively that the customer will be moved to action?

The Panel—About long copy. I (Harriet Raymond) am definitely against it, not because I haven't read long letters and acted upon them, but because they generally tend to act as a strike against Direct Mail. The only Direct Mail letters that we have time to read in our organization, are ones that tell in the first paragraph what they want to sell, what they've got to say and why we should read the rest. We've had a pretty wonderful record in our own Direct Mail, mostly because we have kept the letters short.

* * * *

Most routine letters definitely lack sales appeal. This is true in letters to customers, prospects, men in the field, branch offices. Try climbing over onto the other side of the fence and show that individual how he is going to benefit or profit by doing what you ask. Almost every letter is fundamentally a sales letter, and should be considered as such from that standpoint.

* * * *

Why is it, when a letter comes in, that it's put to one side and when we find time, it is answered? On the other hand, if you are out of your office and a telephone call comes in, you'll phone the man as soon as you return. The man who wrote the letter may be 300 or 500 miles away and,

after all, may be even more important than the man who phoned.

As reconversion comes on us, customers are going to expect better methods and faster replies and I wonder whether some of us couldn't give some thought to a speed-up?

* * * *

What is the chief stumbling block to most copywriters? Very quickly, I would say getting started to write. A great number of people try to write finished copy in the first draft. Write from the moment you feel prepared with the necessary research. Then rewrite, cull, and rewrite. If you do just that, you will find about the third paragraph is the one you really should have started with. Two things may happen to those initial paragraphs. They may be crossed out entirely or you'll find that **that** copy is good copy but belongs in another place.

* * * *

Lists and List Control

Panel Leader: Henry C. Henderson, McGraw-Hill Publishing Company, New York. **Panel Speakers:** Miss Willa Madder, former Circulation Manager, Literary Digest; Fred H. Pinkerton, Sales Manager, Rheinholt-Gould, Inc., Paper Company; John H. Rochow, Vice President, W. S. Ponton Company; Edward N. Mayer, Jr., James Gray, Inc.

Discussion by Leader—About postal zoning. There's no question but that zoning will speed the delivery of mail. And no expense is involved in having your lists zoned. If you'll take your names to the Postmaster of your town by the cities which you want zoned, he'll send them to the various Postmasters, who in turn will zone and return them at no expense.

McGraw-Hill has just finished the second complete zoning of their entire mailing list—2,500,000 names—with the perfect cooperation of the postal authorities. I suggest that you zone at once any list that has not been so processed.

Next. There is no short cut to proper list maintenance. It's a long, tedious, time-consuming, costly job—but it must be done if you want best results.

Third . . . about changes. There were tremendous changes in lists from the peace period into war. The reconversion from war into peace will bring just as many changes, so plan your list work around that fact.

* * * *

The Panel—We have a list of 40,000 names that we used successfully before the war, but have not used it for the past four years. How should we go about bringing it up to date?

By constant vigilance. You have to go back to the old benefit method and

ask people what's wrong with it, how to correct it, to give you additional names. One of the ways U.S. Rubber found best, was to use a form of cartoon questionnaire—semi-humorous. They asked whether the names were correct and if not, to change them.

As a follow-up, use double postcards. If you have representatives calling on these people, their records should be coordinated with this activity as a part of their every day operations. Another way is to buy a list and check it against your original, adding new names as you go.

* * * *

It might be well to contact a list house. They have at their disposal hundreds of books which give this information and can cull out those who have disappeared in the last four years, add new names to companies already on your list, and add new companies in the field.

After this culling, start a mail campaign. You can't send mail to the attention of the sales manager or the production manager and expect the same results that you would get if you addressed the gentleman personally.

* * * *

From the floor—Ordinarily if you address an executive of the company who is no longer there, the envelope will be returned to you unopened. Is it possible to include a line on the outside of the envelope with instructions to pass it on to his successor?

You can put in the lower left hand corner of the envelope the phrase, "to the secretary," or "to the mail clerk," saying, with another fill-in, that "if Mr. Jones is no longer connected with the company, please direct this to the proper person."

You might have success, as others have, by addressing, "Mr. John Jones or occupant." It is not a very nice way, and it's not nearly as personal, but on a quick check-up, a good deal can be cleaned up.

Will the Post Office give correction service on consumer lists as well as industrial?

The Post Office will not give any service on industrial lists except for companies, i.e., they will not give individuals at industrial companies. They will, however, give a complete directory service on all consumers by sending your names to them on cards. They charge 1c per name or a minimum of 25c for each Post Office.

Does the Post Office zone the lists when giving this service?

Yes, when sending these lists to the Post Office for correction service, they also zone the lists for the same charge. If you just want the lists zoned there is no charge at all.

Production, Materials and Supplies

Panel Leader: Russell Hogan, Blanchard Press, New York. **Panel Speakers:** Captain J. Bullard, USA, Director, Publication Section, Training Aids Division, Chief of Air Staff Training, Headquarters of the Army Air Forces; Oswald Marquardt & Co.; Charles Folks, Rogers, Kellogg, Stillson Company, N.Y.C.

Discussion by Leader—The Printing Industry has just completed the greatest task it was ever called upon to meet . . . filling the requirements of a country at war. While there has been a noticeable reduction in the amount of printing required by our government since V-J Day, its needs, for some time to come, will be considerably greater than for normal peace time operation.

While the country converts, the demands of industry from the printers will be gigantic. Although there will be no reconversion for the printer, he will be faced with material, equipment, and manpower difficulties.

We must have your fullest cooperation. You can:

- (1) Try to anticipate your requirements to curtail rush jobs.
- (2) Plan your production to eliminate any delays.
- (3) Prepare art work to simplify the making of engravings.
- (4) Let your printer know in advance your necessary requirements.
- (5) Plan to use available paper stock of standard sizes when possible.

The Panel—It is difficult to forecast what an industry which produces some 17,000,000 tons of material is going to do in the immediate future. With the magazines planning an expanded campaign, the packaging industry producing new and revised packaging material, the book publishers planning for millions and millions of more copies than they've ever printed before, with Direct Mail and catalogs generally having to be replaced, you can see what a tremendous job is ahead.

The mere lifting of WPB restrictions on wood pulp and heavy papers doesn't mean that there is going to be more paper. We are faced with a manpower shortage. Also, the plastics industry will take considerable pulp tonnage. They are now producing a material that in finished form looks almost like metal—in fact, it's harder than metal. Another big user of pulp is the rayon industry.

It would be my suggestion to the Direct Mail Industry that, at least for another six months, they confine themselves to the light papers and readily available stocks.

About plastic printing plates. The Government Printing Office at Washington, D. C., and the OWI used plastic plates in the millions, for it was necessary that they limit weight of shipments to war-torn countries.

A plastic plate weighs about one tenth of that of an ordinary stereo or electrotype. It also prints with entire fidelity to the subject, but does not have the same rigidity when the area becomes in the neighborhood of 8 x 10. They are indestructible but scratchable. You can print from them in black and white or four color if necessary. In one or two years, the plastic plate will be here to stay.

* * * *

To the request "Specify the most attractive, effective combination of color," we'll ask, how far is up? There isn't any phase of your mailing piece that merits more thorough planning than your use and adaption of color. You've got to visualize your objective.

In the Army, color was put to good use when it was found that a four hundred page general order had to be boiled down to a readable manual of from 48 to 96 pages. That adaptation of color, for technical purposes, was one of the most valuable things they could do—it told the story.

Wherever you use color, think of where you are going to use it, what it's going to do and then plan thoroughly.

Evaluation of Direct Mail Methods

Panel Leader: E. A. Korchnoy, Apparel Arts, New York.

The new era . . . Did you ever think what would happen if a woman looked into her television set and saw a wonderful negligee or a dress, and then the next morning, in picking up her mail, found an order blank with the same picture?

Retail and department stores are thinking along those lines . . . a clue to their interest in a television-Direct Mail tie-up.

REPORTER'S NOTE: A series of questions on methods was then put to the audience for voting by hand. Results can't be reported, for voting was largely influenced by personal preference. Actually, the answers would depend upon the individual case. But here are typical questions.

- (1) Will mailing 1,000 letters to a list of 100,000 names give a fair test to a list?
- (2) Should tests be split up equally and mailed to a number of States to get a fair cross-section of the list?
- (3) Are double return cards still considered the smartest instrument for getting action?

(4) Has the inclusion of a salutation in matching ribbon to multigraph or other means, proved clearly worth the extra effort involved?

(5) What advantage, if any, is obtained from attaching novelties to letters?

Hart, Schaffner and Marx did a bang-up job on novelties . . . a fish had something to do with a fish in the copy, etc. It went together. It was a natural.

We pulled a natural for one store. Sent out a carefully analyzed mailing to get customers to buy a book of 25 merchandise certificates worth \$25. This was a credit plan, under which customers could come in and use the certificates as money and then pay it off during ensuing weeks.

We chose 17,000 good credit accounts, sent them a letter, a mailing folder and a dummy merchandise certificate. Results were excellent. But listen to this. In another mailing, we substituted for the dummy certificate, water-marked, real check paper, everything else the same. Our returns increased by 60%. It was a natural.

Regarding test mailings, the only rule is "Know Thy List". Knowing the character of a list you've bought is not taking someone's bona fide statement but actually checking in terms of the attributes of the people to whom you are talking.

With that knowledge, you can make an accurate test mailing by taking every third or fifth name on the list. The results will need analysis. Ask some outside, unbiased source, even your own research department to do it. If you honestly want to know whether the copy is good, whether you have a good list or the right approach, let a competent person criticize.

AFTERNOON SESSION

Philip E. Wilcox, of Philip E. Wilcox, Inc., New York, chairmanned the afternoon session.

Sales Promotion

Panel Leader: Zenn Kaufman, Lennen and Mitchell, Inc., New York. **Panel Speakers:** Charles Konselman, Wickwire-Spencer Steel Company; Joe Lee, President, Einson-Freeman Company; Ches Thompson, Calvert Distilling Corporation.

Discussion by Leader—An outstanding piece of sales promotion was a plan used by Shell Oil several years ago to merchandise a simple idea—that Shell Oil is awfully good for your car. The character and the quality of this promotional idea was that, brought to life in third dimension, it could be handed from person to

person. It not only worked with the trade but it also hit the public too.

Shell went over to Switzerland and bought 30,000 Girard Arago watches, which sell for about \$17 apiece—about \$6 apiece in quantity. They sold them to their dealers for \$6.

The idea behind the watch was a rather simple one. The watch had a glass front and a glass back which gave it a rather fascinating appearance and on the fob was imprinted that this watch was lubricated with Shell Oil.

The dealer loves the watch and he's going to show it off. (This is strictly neighborhood stuff, probably works worst in New York.) But while having your car serviced, you'd admire, "That's awfully nice, Joe", and he'd say, "Yes, and if that Shell Oil is good enough for my watch, it's good enough for your Packard".

That's a very simple advertising idea brought to life in a third dimension with a watch . . . something that the dealer could use and in turn pass on to the customer. This idea was supplemented with displays and Direct Mail.

* * * *

The Panel—In merchandising an industrial advertising program, are reprints of trade magazines an important factor?

Yes. They can be used to deliver the company's message to its own organization, and put the program across. In sending reprints to the company's customers, you effectively merchandise your program.

Is there any way an advertiser can lengthen or extend the life of a display in the field—a display on a building?

That calls for Direct Mail. (1) Let the dealer know that a display is going to be available. (2) Tell him that the material is on the way, by accompanying the actual distribution of the display with a supplementary mailing piece. (3) A mail check-up can be arranged whereby a retailer will get a reward for having held or used a display for a certain period of time.

* * * *

How do you get your salesmen to use their promotion material?

The best way to get men to do better work is to give them the recognition they deserve. We (Calvert Distilling Corp.) started a magazine called "Who", which carries a picture of the man who does the best sales promotion job in the field. By putting his picture on the cover of this magazine, of industry-wide circulation, he gets the only thing he prizes, perhaps more than a raise—publicity and commendation from his own company and fellow workers.

What is the place of the advertising agency in the sales promotion picture?

The advertising agency's problem is to find out what is to be accomplished. Too frequently we build a promotion and then find the gadget that will serve it. The agency's relations with a client are strictly a matter of digging for facts, finding the problems, organizing the work, planning the work and counselling it. It should not enter into the sales operation. That belongs to the sales department of the organization.

* * * *

How closely should management heads work with sales departments on training or sales meeting promotion material?

A promotional idea is a sales engineering tool. Logically then, the objective of a promotion is to serve a sales organization. The promotional policies should originate in a sales organization and come to the agency in that manner. That is extremely difficult, mainly because many clients have not realized what a tremendous contribution they are capable of making to advertising and promotion by seeing that that information is properly cleared to the people who are creating this type of work. Sitting in an agency and trying to think up a promotion to fit "X" problem is old-fashioned. We should go out and find the problem and then design our promotion to fit it.

Public and Employee Relations

Panel Leader: Paul Bolton, Home Builders Research Institute, Washington, D. C. **Panel Speakers:** J. Nugent Lopes, Lewin Corporation, Brooklyn; W. B. Morris, William Reth and Sons.

Discussion by Leader—Direct Mail people have been just a little bit too allergic to the idea of integrating public relations with their medium.

Public relations has been given a great step forward and a terrific impetus because of the wide interest in that term in the war and in the various activities developed through war effort campaigns. Possibly the use of the term Public Relations Office by the Army and Navy grew out of the fact that it was a little more dignified than publicity director or a little more respectful, perhaps, than press agent or information director.

We heard about lists earlier. Those of us who use them, create and use Direct Mail effectively, know how to break our public into publics. That is one of the great challenges today in the field of public relations.

The Panel—Most companies during the war instituted employee publications . . . many because it was a good idea, and others because they felt it necessary to tell employees why they were working at such and such a plant.

During reconversion we have a new problem . . . to tell employees why certain things are being done and why certain policies are being adopted, and to keep those employees who have left the plant informed as to why they were laid off.

In developing an employee publication you must make it his publication . . . an important phase of public relations today. By making him a part of his publication and making him a part of the company, he is identified as an employee.

One company publication is used, with employee permission, to get across certain messages. With the coming of V-J Day, they talked about post-war problems, the products they were going to make. Every employee wanted to know what was going to happen to his job. And the publication was used very effectively by carrying over to the employee stories about what he will be making after the war.

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Public relations literature is printed matter which is designed primarily to sell ideas, as distinguished from selling goods. It reaches into stockholder relations, employee relations, customer relations, relations with the community, etc.

Some questions. We are presently preparing a company history. Could you suggest a number of interesting groups, other than our trade and customer groups, who might be interested in receiving this book?

That takes in the whole question of public relations, which reaches into many other groups besides the trade and customer groups. Here are some others that might be interested in such a company history: Stockholder groups, newspapers, or if the company is listed on the stock exchange, banks, financial houses, brokerages. There are schools and colleges, libraries, and if technical, scientific groups.

We publish a number of sales promotion helps, which while they serve their purpose well in our trade, have never been promoted for their interest value. How can we best get trade paper comment for our efforts?

You've got to build a news story. Many companies have interesting ones in their files and in their sales promotion material.

Is there any basic formula for developing effective public relations material?

No. But there are some basic principles which apply to practically all public relations literature. (1) Company policy must be sound, or PR literature will have little effect. (2) You must consider objective by studying the ideas you have to sell. (3) You must analyze audience approach . . . who you are addressing.

Dealer Point of Sales Material

Panel Leader: Richard Steinman,
Beneficial Management Company.

Concerning point of sale advertising, someone said to me, "You're always taking a customer viewpoint. Why call it point of view sale? It's point of purchase" . . . a good point at that.

Point of sale advertising is:

- (1) Window, store, and counter displays
- (2) Literature salesmen give to the prospect
- (3) Circulars that dealers mail or put on their counters
- (4) Package labels and wrappers
- (5) Telephone order-clerks' talk
- (6) Screamers, banners, price tags, samples of other products
- (7) Catalogs

It's probably all these things and more. In fact, it's whatever helps you—printed or spoken—to clinch a sale at the time when your product or service comes together with your customer.

There are some basic ideas in trying to determine whether to charge dealers for point of sale material:

- (1) Who gets the benefit from its use?
- (2) What are you selling in that point of sale material?
- (3) Are you selling the dealer as an institution, or are you selling your particular product?
- (4) Would the dealer buy that material if you didn't supply it?

Here's a question. Would neon signs or other store identification be considered point of sale advertising?

Yes. In our organization, we consider the identification of a location important, and attempt to tie in our logo type used in all of our sales promotion, sales material, advertising and newspapers with the window and signs on our location.

Signs, sometimes, can work in reverse. In New York, I visited one of our locations in downtown Manhattan, where we didn't seem to be as successful as we wanted. We had a nice location and plenty of signs.

From across the street I noticed our neon signs, and right next door was a hair restorer. Our signs in green, and theirs in green, read straight across, "Personal Finance Company Scalp Treatment" . . .

Mail Order

Panel Leader: Ralph Curtiss, Prentice-Hall, New York. **Panel Speakers:** John Gerstner, Mail Order Journal; F. Donald Harris, Macmillan Company; M. M. Schwartz, O. J. Lane.

THE REPORTER



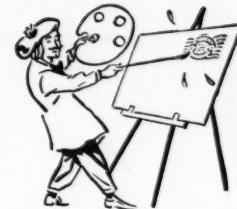
1 What is the largest size permissible in a private mailing card to be mailed for 1¢?

- A. 3" x 5" C. 3 3/16" x 5 1/16"
 B. 3 1/2" x 6" D. 4" x 6"



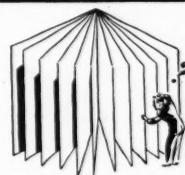
3 What are the restrictions as to printing advertising matter on the face of an envelope which is to be individually addressed:

- A. No printing in space for stamp C. No printing on left hand half
 B. No printing in space for address D. No printing 3 1/2" from right edge



2 Metered mail imprint for Third Class Mail can be:

- A. Only black C. Any color but red
 B. Any color D. Red only



4 How many pages must a book or catalog contain to earn the Bulk Postage Rate of 8¢ per pound or fraction, with a minimum rate of 1¢ for each piece?

- A. 36 pages, 30 printed C. 24 pages, 22 printed
 B. 48 pages, 44 printed D. 16 pages, 12 printed



Questions like these come up for answer every time you plan a Mailing, or Package a Product, or develop a Business System. And the correct answers may save important money.

Suppose you could have at your elbow a printed folder that gave you the answer to these and scores of other vital questions involving the correct use of envelopes . . . would you use it? If so, we are ready to send you the new U.S.E. Envelope Analyzer Kit—a comprehensive envelope study embracing every detail from type and size to Postal Laws and Regulations . . .

Answers: 1—"C"; 2—"C"; 3—"D"; 4—"C"

If you are interested ask for a copy . . . on your letterhead, please. There will be no charge or obligation.

E-4 UNITED STATES ENVELOPE COMPANY SPRINGFIELD 2, MASS.

U.S.E. ENVELOPES
Your 3-Fold Business Partner



Mailings



Packaging



Systems

Discussion by Leader—In selling a service or a product by mail, it is necessary to keep in mind these fundamentals: (1) Get attention. (2) Show people advantage. (3) Prove it. (4) Persuade them to grasp this advantage. (5) Ask for action.

Let's assume you have a \$100 service to sell. Your best list is your own buyer list, but if you don't have any buyers yet, you're going to have tough sledding for a while. Here's one way to get over the hump.

We had a \$48 service to sell. A profitable mail order sales campaign to our buyers list flopped when mailed to outside lists. So we developed a \$12 service which sold easily and built up thousands of buyers. Next, we stepped up those buyers to a \$48 service and were successful.

The Panel—How can I build a profitable mail order business?

If you're new in the field, get some honest-to-goodness advice. There are several basic considerations: (1) Is it a product that can be sold by mail? (2) Can it be shipped satisfactorily? (3) Is the margin of profit right? (4) Is it a fair value? (5) Is it obtainable locally with ease? If not, it might be a good seller by mail. (6) Could it be marketed alone by Direct Mail or would it need other mail order media?

* * * *

How should mail pieces be planned to sell the organization as well as get orders?

Goodwill must be built indirectly. You should concentrate on selling, and the goodwill will follow. If you were developing a new business in Latin America, it might be desirable to mention years in business, etc.

* * * *

Have others had experience that mailings in September resulted in much less orders than in May and June?

Five national advertisers spent the following percentages by month, based on a \$2,000,000 expenditure, which will show a trend.

January	10.1%
February	8.5
March	7.3
April	6.5
May	5.5
June	4.4
July	7.3
August	10.4
September	10.5
November	8.8
December	9.7

If your product is not definitely a seasonal one, these percentages suggest the possibility of concentrating your expenditures more heavily when it is easiest to get people to buy.

* * * *

Why are the old-time mail order houses going in for retail stores?

About 25 years ago the two largest mail order houses went aggressively into the retail field. Twenty-five years ago farmers used to hitch up the horse and took a half day to go eight miles. Today he makes the same distance in fifteen minutes, with the result that large chains and large mail order houses are bringing the goods to the consumer. People like to see what they're buying.

Mail order businesses, however, are not going out of date, but will continue to use the mails profitably for many years.

What about export lists today?

Most all export lists are out of date. The normal change in this country was perhaps 20% a year in most business fields and recently has gone up to nearly 40%. Export lists are worse, particularly in places where war struck home.

The Catalog

Panel Leader: Chauncey L. Williams, Sweet Catalog Service, Inc., New York. **Panel Speakers:** Paul Cook, and K. L. Holm, of Sweet Catalog Service.

Discussion by Leader—Catalogs are used by buyers when they are looking for supplies. That expresses the one functional difference between a catalog and all other forms of marketing imprint.

Advertising in its various forms, direct by mail, publication, etc., is used mainly by sellers looking for buyers . . . to direct the reader's attention to something he probably was not thinking about, and sell him on the idea of buying.

A catalog answers questions asked by buyers, who have not decided from whom to buy. The selling power of a catalog is to facilitate buying; to get it used by the greatest possible number of prospective buyers.

Here's a six-point check-list for testing catalog design:

- (1) Identification—Does the front cover quickly identify product and seller?
- (2) Index—Are listings or products easily found?
- (3) Organization—Is the catalog in clearly defined sections and visual units?
- (4) Visual Flow—Is the catalog visually interesting? Are pictures, charts, color used instead of wordy text?
- (5) Content—Is the information developed so that it promotes product selection?
- (6) Action—Is buying suggested as the next step?

Concerning catalog distribution. In markets where buying is relatively continuous, it is good to send catalogs to all qualified prospects. Rather a larger percentage be wasted than risk loss of potential business.

The three fundamental marketing forces—advertising, catalogs and salesmen, constitute the production line for economical production of orders which will be essential to success in the days of keen competition ahead.

The Panel—We are planning a new catalog, using the loose-leaf idea, having separate sheets for each department. When answering inquiries, we would mail only those pages covering the material concerned. The complete catalog will be sent to dealers and large companies throughout the country. Is there any other method that you would suggest in handling the creation of this catalog?

Your idea fits in very well with the trend of the time, which is toward specialization for market groups.

Comments by Digester and Reporter

Thirty-eight speakers should not be crammed into a one-day session. No matter how expert, they can't be effective.

The one-day session tried to cover too much ground, but even then some of the experts did nobly in putting points across in a hurry. Others wasted too much time in getting started and never got to the point.

"Direct Mail" is a big subject. In future conferences, every speaker should know what every other speaker is going to cover, so that duplication and tiresome repetition is avoided.

P.S.—The Digester's name: Henry Hoke, Jr., former naval correspondent in the Pacific Theatre.



UNNECESSARY

A woman went to buy a drinking trough for her dog and the shopkeeper asked her if she would like one with the inscription "For the dog."

"It doesn't really matter," she replied, "My husband never drinks water and the dog can't read."

From Insurance Lines,
Official Journal,
State Gov't. Insurance Office,
Queensland, Brisbane, Aus.

THE REPORTER

BACK . . . IN A SCRAPPY MOOD

Hello, Mr. Hoke!

The writer has just returned from a 27 month sojourn with Uncle's Army (Oct. 22) and after a week at the office, I picked up the current issue of **The Reporter** with a smacking of my lips.

I am sorry to say that my lips are still parted in a painful look of disappointed surprise.

Something of the old snap and verve is missing from **The Reporter**.

I am mulling it over in what passes for my mind and I am wondering if wartime restrictions on the use of paper for Direct Mail, printing, etc., has caused a dearth of material for you to work with in the way of articles such as prewar **Reporters** carried?

A lack of illustrations was the first thing I missed and also the heated but interesting discussions that you used to conduct on various subjects incident to Direct Mail work.

This is not meant as criticism at all but just a letter to let you know that I know that **The Reporter** is still a good magazine but maybe a little weary?

Charles J. Yanutola
The Otis Hidden Company
Main Street at Sixth
Louisville, Kentucky

Here's part of our answer:

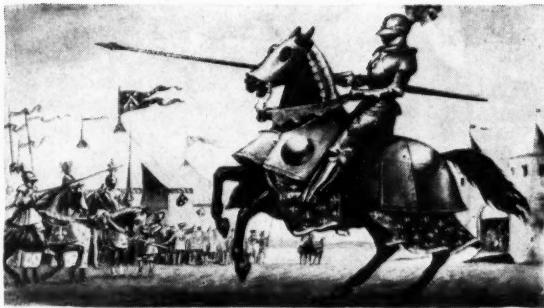
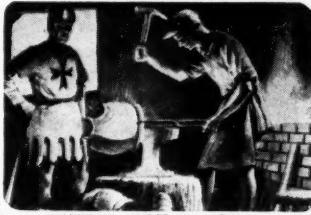
I'm glad to know from your letter that you got back in a combative mood. Keep it up!

Lots of things have changed, but Direct Mail is increasing very steadily, and will continue to increase at a rapid rate. We'll be back "in the groove" just as soon as Direct Mail hits its stride again.

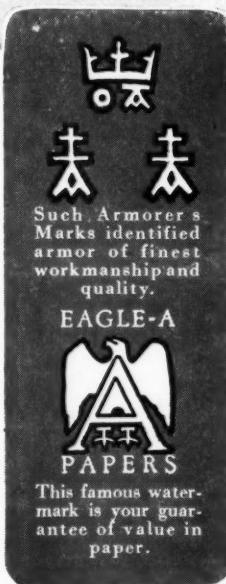
■ **School Begins Again**—issued by the Newport City Public Schools of Newport City, Vt. Size 5 1/4" x 8 1/4", 16 pages and covers. An economically produced booklet that does a very fine job of explaining the school system to parents. Inside pages are diagonally die-cut in graduating steps, and give the paragraph heads at one glance. Printed in black throughout, with simple pen and ink sketches. Last five pages are left blank for personal notes. The Superintendent of the Newport City Schools deserves sincere congratulations for this effort. It shows what can be done with a limited budget, and one which all the towns and cities should duplicate.

THE REPORTER

When Knighthood was in Flower...



...they Looked for a Trademark



The noble knights and sires of the Middle Ages held the Armorer in high esteem, and the fame of his skill spread from Court to Court. His mark on gleaming cuirass or helmet was eagerly scrutinized by the lordly patrons. Protecting the purchaser by a mark of quality is a practice almost as old as civilization. Today, we also give you this same protection by watermarking

EAGLE-A CONTRACT BOND

with the famous Eagle-A Trademark. This modern business letterhead paper, of 75% cotton content, is made by skilled craftsmen to specific standards of quality. Specify Eagle-A Contract Bond to your Printer, Lithographer or Engraver.

Ask your stationer for
EAGLE-A CONTRACT BOND BOXED TYPEWRITER PAPER

EAGLE-A PAPERS

AMERICAN WRITING PAPER CORPORATION • HOLYOKE MASSACHUSETTS

Playing

POST OFFICE

by EDWARD N. MAYER, Jr.

November 12th was an important day for Direct Mail men and women. That was the day the Senate Post Office and Post Roads Committee met to consider ten bills on the Post Office. Three of them had a direct bearing on Direct Mail. One that recommended a reduction to 2c per ounce on first class local postage was "reported out" favorably and should pass the Senate in the not too distant future.

The two bills covering increases in fourth class (parcel post) and catalogue rates have **not** (repeat **not**) been "reported out." Rather the Committee decided to hold public hearings on both bills before taking any definite action. **But even more important than that action is the fact that no date has been set for the hearings.**

So at the moment, a complete state of inactivity surrounds the bills. And we're inclined to believe . . . based on several "off the record" conversations we've had in Washington that that **state** has a mighty good chance of continuing right through this session of Congress.

In fact, it wouldn't surprise us too much if the bills continued to sit without any action from now on. But don't quote us . . . things and Post Office policies can change over night . . . and if the increase in Post Office salaries and the proposed reduction in local first class plus the falling off of other Postal Revenues brings the annual profit down too far . . . better get ready for a quick rebirth of the idea that all rates must be increased.

* * *

You'll probably be glad to know that effective November 15th, parcels not exceeding 11 pounds in weight or 42 inches in length or 72 inches in length and girth combined, containing articles requested by the addressee, may be accepted for mailing to Army personnel overseas.

Here's a copy of a telegram that Leon Bamberger of RKO Radio Pictures sent to Charles Kettering, Chairman of the Committee for the Thomas A. Edison Centennial:

November 15, 1945

Mr. Charles F. Kettering
General Motors Building
Detroit, Michigan

As a pioneer of the motion picture industry the commercial start of which dates from the development of the Edison Kinetoscope I am greatly interested in the plans for the Thomas A. Edison Centennial. As chairman of the committee I suggest that you now request Postmaster General Hannegan to issue a commemorative postage stamp on February 11, 1947, bearing the likeness of Thomas A. Edison with suitable inscription concerning the international observance of his birth. Although many of our foremost inventors and scientists were included in the famous American series of commemorative stamps in 1940 Edison was not among them. In 1929 a stamp was issued to commemorate the 50th anniversary of the invention of the first incandescent lamp by Edison but this pictured only the lamp. Edison's portrait has never been used on a United States stamp. Certainly no great American is more worthy of that honor. As the celebration is to be international in scope it would be most fitting for the Post Office Department to make this a five cent stamp which would carry first class mail the world over and signify to all peoples our country's pride in Edison's magnificent service to mankind. Surely many millions of philatelists everywhere would heartily welcome an Edison stamp and its early announcement would do much to help focus public attention on the centennial. There is plenty of time if Mr. Hannegan chooses to invite all interested artists to submit their ideas for a stamp design. The preparation of souvenir covers for first

day of issue could proceed far in advance with publicity resulting in the largest first day sale in Post Office history. I would be glad to discuss this further with you or your committee.

Leon J. Bamberger
RKO Radio Pictures
1270 Avenue of the Americas

If you agree with Leon's idea, and we can't for the life of us see how you can possibly disagree, we earnestly suggest that you write Postmaster General Hannegan and send a copy of your letter to Mr. Kettering.

* * *

Last month H.H. ran (on page 5) a list of Postal slogans that appear on the Post Office building in Washington. His comment was "How did Ed Mayer miss these?" Well . . . I didn't miss them . . . but among all the Post Office slogans I've ever seen the one I like best is the one that proves that the Postman Always Rings Twice. Seems as if one of them tried to deliver a parcel post package but found no one at home. Instead of leaving the usual notice—he hung this one on the door. (At least that's what the Cleveland Plain Dealer said)—

You were not home,
Alas, alack,
I had to take
Your package back.

But do not fret,
And do not sorrow;
For I will bring it back
Tomorrow.

* * *

Every once in a while the man who writes the Postal Bulletin gets (inadvertently of course) rather lyrical about some feature of Direct Mail Advertising. Here is a clip from the November 2nd Postal Bulletin that although intended only to cover the subject of Christmas Greetings, certainly explains why first class mail is **usually** more valuable than third class.

**"Christmas Greetings
as first-class mail"**

"Because of the many advantages that will result, Postmasters should urge mailers to send their holiday greetings at the first-class rate of postage, explaining that when so sent the greetings may be sealed and contain written messages not otherwise permitted, therefore having a personal appeal which is, of course, more highly appreciated by the recipients; that such greetings are dispatched and delivered first, given directory service, and, if necessary, forwarded without additional charge; also, if undeliverable, they are returned without charge provided the sender's return card is shown on the envelope.

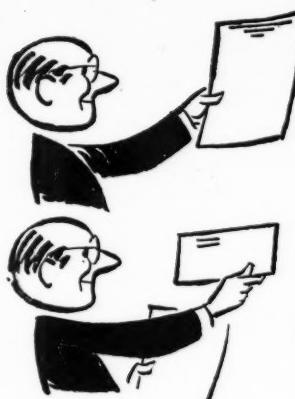
"On the other hand, printed Christmas greetings mailed in unsealed envelopes at the third-class rate which cannot be delivered as addressed, because of the removal of the addressee or for some other reason, must often be destroyed as waste, thereby causing disappointment. Greetings mailed at the third-class rate are not entitled to the free forwarding privilege accorded those mailed in sealed envelopes at the first-class rate and, consequently, the senders in many cases never know that the greetings were not received by the addressees. This would not occur if the greetings were mailed sealed at the first-class rate."

* * *

Last month, George Kinter . . . who writes the very excellent "One Advertising Man to Another" column (see page 21 this issue) suggested that H.H. reprint, from the September 22nd issue of "The Saturday Review of Literature," the justly famous "Advertising Greets the Homecoming Heroes and Customers" by David L. Cohn. So H.H. did just that on page 30 of the October Reporter.

If you haven't read the satire . . . you've missed something that's really pretty devastating. But even if you didn't read it, it's quite apparent that the "Post Office" did . . . and thereby hangs a tale.

THE REPORTER



You print a letterhead



You print the envelope



You print the letter



**Why not print
the postage?**



Get rid of adhesive stamps and unsanitary stamp sticking—that make mailing the least-liked office chore. Get a postage meter . . . which prints postage directly on the envelope! Any value of postage, when and as needed, for any kind of mail or parcel post. Seals the envelope flap *at the same time*. Convenient, quick, accurate—the meter holds as much postage as you want to buy at any time, protects it from stamp loss or theft, does its own accounting . . . Prints a dated postmark as it prints the stamp, and a free advertisement on the envelope . . . And Metered Mail skips two operations in the post office, gets on its way faster!

There's a model for every office, large or small. Call the nearest Pitney-Bowes office. Or write for a free booklet which tells all about Metered Mail.



PITNEY-BOWES Postage Meter

PITNEY-BOWES, INC., 2092 Pacific St., Stamford, Conn.

*Originators of Metered Mail. Largest makers of postage meters
Offices in principal cities. IN CANADA: Canadian Postage Meters, Ltd.*

The Post Office got its marked copy of the issue . . . and by return mail notified H.H. that the percentage of advertising in said issue hadn't been figured correctly. Page 30, they said, had to be figured as advertising . . . and the cost of mailing computed accordingly.

Now the story gets funnier . . . and gives you a much clearer insight into the minds of the men who arrogantly decided Esquire wasn't entitled to the second-class mailing privileges. On Monday, November 26th, H.H. sent the following letter to the New York Post Office . . . convinced as would be anyone else that someone had slipped . . . but that his letter would bring the matter to a close.

Att:
Classification Section

Post Office
New York 1, N. Y.

Gentlemen:

We have your notice of November 23rd, advising us that Page 30 of our October 1945 issue is figured as advertising.

Will you please check this page again (clipping attached). It definitely is not advertising. It is a satire on present day advertising bunk and hokum. We ran the page as an editorial feature.

In view of this, we hope you will let our original designation of "not advertisements" remain for this particular page.

Sincerely,

The Reporter.

But he forgot that it's unfortunately true that the mind of a federal employee may be unlike that of any other human being.

Again by return mail came a letter. This one initialed by the Superintendent of the Classification Section of the world's largest Post Office. The letter is reprinted below:

Publishers of "The Reporter of Direct Mail Advertising,"
17 East 42nd Street,
New York 17, N. Y.

Attention of
M. L. Strutzenberg
Circulation Manager

Gentlemen:

In reply to your letter of the 26th instant, acknowledging the notice from this office of November 23rd, advising you of the increase in the percentage of advertising in the October, 1945, issue of your publication from 36% as endorsed on the marked

copy filed by you to 39% on account of the inclusion in the advertising portion of the matter on page 30, please be informed that the information at the bottom of page 30 reading: "This is the fourth of a series of Messages from Old Bushwhack Distilleries, Incorporated. A reproduction of this message, suitable for framing, will be sent you on request" is regarded as an advertisement of a publishers' service and, therefore, converts all of the matter on such page into advertisement.

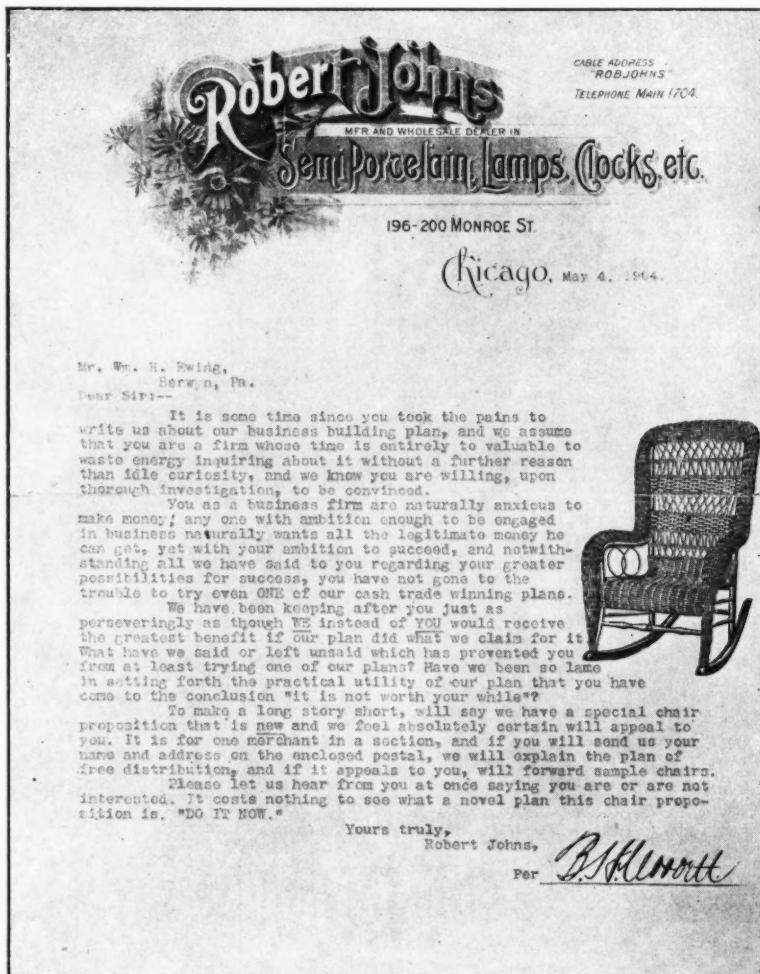
Sincerely yours,
Albert Goldman,
Postmaster.
CJ

Fz-jf

Well, to finish the story, H. H. finally called on said Superintendent and convinced him that the satire was really just that . . . and that "no reproductions suitable for framing will be sent on request."

There's a moral in this story . . . exactly what it is we don't know. Unless it's something about being certain we have intelligence in our federal employees before we even think of setting up a so-called "Intelligence Service."

REPORT ON A CURIO



Larry Roney, Vice President of the Franklin Printing Company, Philadelphia, sent in the above curio, found among papers in abandoned store. He thought readers of *The Reporter* would be interested in this effort of forty years ago. Does anyone else have samples of ancient mail order?

ONE ADVERTISING MAN TO ANOTHER

By GEORGE KINTER

Dear Henry:

"Well, I suppose you voted for the right men Tuesday," supposed a friend several days after the last election.

Before I thought, I came back with the wise crack:

"Your supposition is all wrong—there weren't any right men to vote for. One set of office seekers was just as rotten as the other and I figured it would be a waste of time to go to the polls."

"You got something there, Georgie," replied my friend, "There wasn't much choice and it certainly would have been a waste of time if you had voted and merely let it go at that. That is just what so many people do, and that is why we have what we have in many of our administration setups."

I didn't stick my neck out by asking the \$64.00 question: "What more can a voter do?" I knew my friend had the answer, and would take delight in making my face red.

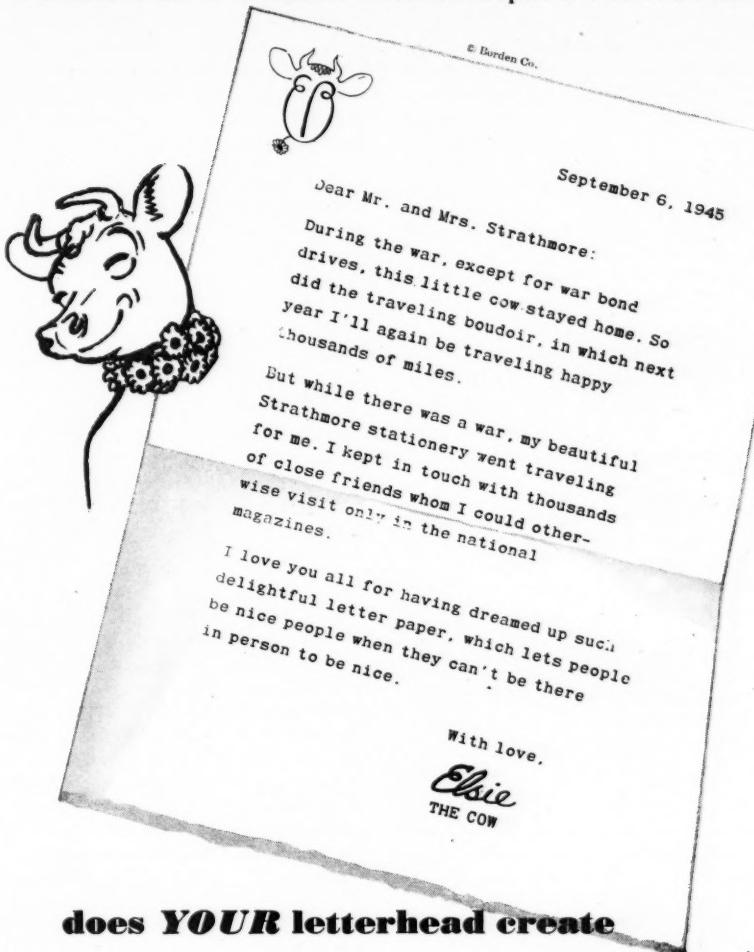
He knows what a few people know but are prone to forget that voters in this country get just about what they ask for. If they don't get what they want it is because they don't ask for it. The crooks and racketeers in politics know this, too.

Most candidates make a lot of promises when they are running for office. A lot of them fail to keep those promises after they are elected. Many voters take this for granted when they vote for them.

But what a few people know and what more people ought to know is that candidates can be held to their promises by the power of the written word.

Should a Congressman receive letters from a majority of his constituents advising him to support a certain bill he would be a pretty

THE REPORTER



does **YOUR** letterhead create

GOOD WILL?

The Borden Company chose Strathmore paper for Elsie because it makes a fine impression on her friends and fans. The Strathmore watermark is your assurance of that quality which will make an equally fine impression for you.

STRATHMORE **MAKERS**
OF FINE
PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

YOUR WASTE PAPER IS STILL NEEDED! Paper salvage must continue, lest the reconversion program be impaired. Paper shortage can be a serious bottleneck. Continue to get your waste paper into the hands of your local salvage dealer or committee.

dumb politician if he didn't support it. But, it is doubtful if any Congressman ever received letters from a majority of his constituents on any subject. Mr. Average Decent Citizen either does not appreciate the power he holds over elected representatives or he is too busy to use that power.

This thought kept reoccurring to me during the reading of the galley proofs of your blood-boiler book, "It's a Secret."

Had the better element of the voters down through the years expressed their wants beyond a mere "X" on the ballot sheet, the conditions you have investigated and exposed would never have existed.

It is deplorable that need exists for such books as your "Black Mail" and "It's a Secret," but I am honestly proud to be a personal friend of the man who had the courage to meet the need.

"It's a Secret" will undoubtedly set everyone who reads it to thinking, and I can't help but feel that it will move many of them to the most effective action—letter writing.

* * * *

And, Henry, it is my opinion that the same sort of action will clean up the rotten conditions in our business.

I realize that creators of advertising and those who pay for it are not elected by the people, but I don't subscribe to the belief that it is none of the people's business how they advertise their wares.

True, the people who do not like certain types of advertising have the privilege of turning a blind eye and a deaf ear toward it and even refuse to buy the products it advertises, but this does not correct conditions in advertising any more than staying away from the polls corrects conditions in city, state and national administration.

Sale losses by reason of such silent protests are probably attributed to more intensive efforts on the part of competitors and the unliked advertising is keyed to a still higher tempo of obnoxiousness.

Advertisers who use false, misleading and exaggerated claims, as well as those who irritate and annoy intelligent people with loud, bom-

bastic ballyhoo or silly, senseless jingles pay little or no attention to editorials, articles and books of criticism. They know that such criticism has very limited circulation and does not reach their market.

I am convinced that the most effective method of correcting conditions in advertising that are causing loss of respect for advertising as a whole is individual expression of likes and dislikes in advertising appeal.

One thousand letters from people who quit smoking Lucky Strike cigarettes when "Lucky Strike Green went to war" or when that inane "LSMFT" was started would, I feel sure, have given George Washington Hill more food for thought than an actual decline in sales of a half billion cigarettes a year.

To sell the public on taking this action would be a tough but not an impossible job. **Reader's Digest** took a few feeble steps into the first phase of such a campaign. Had its knees not weakened it could have continued its expose of false, misleading and exaggerated claims in advertising and from there could have rallied the support of honest and sincere advertisers to launch a campaign with the theme "write your advertiser," "write your publication," "write your broadcasting company," what you don't like about advertising.

Letters are effective if there are enough of them.

* * * *

Some of the manufacturers whose products "won the war" may find it a little more difficult to win acceptance of their products on the part of returning GIs. You have probably noticed that a lot of surveys have revealed that while the public has been fed too much baloney about the part their products were playing in the war, the boys in the service were being fed too much of their products.

A miniature survey reported by **TIDE** reflects the fact. Among the pet hates of those interviewed were canned meats and certain brands of cigarettes little known or unheard of before the war. They had to eat the canned meats and smoke the unpopular brands of cigarettes—or

else. In the case of the cigarettes: "It appeared to some men overseas," **TIDE** reports, "that for every 5 or 10 cartons of Luckies or Camels sent their way, a case of Raleighs was included. Thus many popular brand smokers were forced to take Raleighs. The survey showed that a steady diet of Raleighs turned many men against them. Philip Morris, Old Gold and Chelsea also suffered from an overabundance of their brands flooding the GI market at various places and times."

And I believe there are a lot of people who share this writer's opinion that the overabundance of ballyhoo for these cigarettes that "were going to men in the service" did little to increase their popularity on the home front.

* * * *

However, Henry, some cigarette manufacturer certainly muffed one big ballyhoo opportunity. A little investigation could have enabled one of them to report in screaming headline:

"BLANK CIGARETTE SAVES SOLDIER'S LIFE."

This claim could have been backed up with the following item from PM:

"Pvt. Bernard O'Keefe, who was a prisoner of war in the Nagasaki area when the bomb hit, claimed his life was saved by the need for a cigarette. He sneaked into an air raid shelter for a smoke just before the bomb lit about a mile away."

Boy, oh boy, a five million dollar campaign could have been built on Pvt. O'Keefe's need for a Blank cigarette, and Pvt. O'Keefe could have lived the life of his cousin Riley with nothing to do but pose for cigarette ad pictures and take part in radio commercials.

* * * *

From the **Bulletin** of the Kansas City Better Business Bureau I learn that a new Missouri law, soon to go into effect, will prohibit any practitioner of the healing art from using prefix "Dr." before the name without also indicating after the name the specific profession in which legal authorization to practice has been obtained.

I think this would be a good law for all states, but it might work a hardship on advertisers who tout the findings of "doctors." For instance, if such a law became national it might reduce considerably Colgate-Palmolive-Peet's corps of 36 "Doctors" who proved that two out of three women can have a lovelier complexion in fourteen days by using Palmolive soap.

However, laws do not give some advertisers much concern. If they can't openly defy them, they find some way to get around them.

For instance again, the Palmolive people were ordered by the FTC some time ago to cease and desist from certain claims that they are continuing to make with even greater emphasis and practically all of the advertisers who have, on FTC orders, ceased and desisted from making certain claims have reworded the claims to mislead within the law.

* * * *

Well, Henry, before I type "30" to this letter, I'll pass along a bit of good news:

"NOW," says an ad of the Holland House Sales Company, you can serve cocktails at home equal to those served at world famous bars. Just add your favorite brand of liquor to Holland House Cocktail Mix . . . and serve. Eight other perfect "mixes" are listed and you are told that the mix is for sale at good drug and department stores. Then with probably a moronic chuckle, the copy writer adds: "Not available at present."

Now you have it and now you haven't.

•

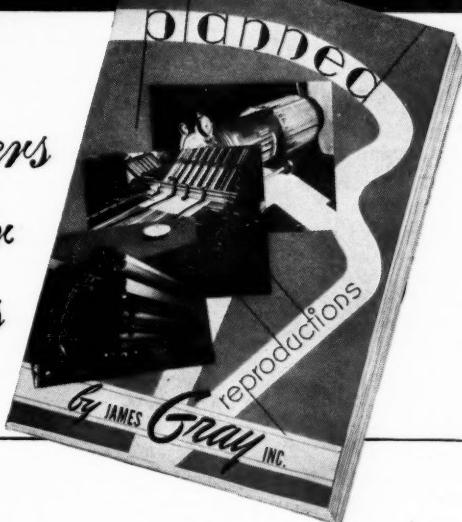
The Time Is Now—for Children— issued by the Brooklyn Children's Aid Society, 72 Schermerhorn Street, Brooklyn 2, New York. Size 7"x10", 40 pages, including covers. A photogravure job, telling a complete story of the work of the Society. Cover carries striking photographic shot of a sun dial, and the photographs of children throughout this 79th Annual Report are very appealing and convincing. We pin an orchid on the person responsible for turning out this very fine report.

Survey—by Young America, 32 East 57th Street, New York 22, N. Y. Publishers of a news weekly for young people. Size 7½"x10", 24 pages and covers. The story of two typical young American brothers, and their trials and tribulations with various cars, starting with the first "jalopy" purchased at the junkies for \$10. Humorous pen and ink sketches throughout the book take

the reader to the twenty-eighth and final car purchased. A wonderful booklet—with copy slanted to the young folks. The booklet, however, really has a serious purpose, as the survey was made to determine the number of automobiles bought by youth, and their influence on parents in the purchase of cars. A bouquet of orchids to George Rumeage for this one.

A VALUABLE GUIDE

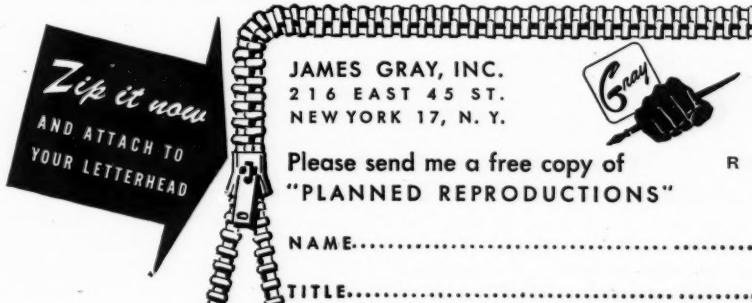
for
Advertisers
and their
Agencies



Complete with instructive data and illustrated material, this new booklet will be of value to all who are interested in producing better promotion pieces . . . from those who create the ideas to those who prepare the material for final production.

Its contents feature an explanation of the offset process, production suggestions, the various phases of lettercraft, tips on mailing and many other helpful hints.

Copies will be off the press about December 10th. Reserve yours now . . . it's free!



Correspondence Supervision

By JAMES F. GRADY

Director, Industrial and Market Surveys
Wallace Clark & Co.

What sort of representatives go out from your company to sell your goods, answer your prospects' or customers' inquiries, or resell a customer who may be dissatisfied for a variety of reasons? I mean your **representatives** who climb out of the envelopes with the green or purple stamps and visit with your customers, present and potential, in their homes or offices.

Do these black-and-white representatives make a favorable impression when they deliver your message? Do they tell about your goods or services in simple, talking words—the kind of language you and your sales staff use in face-to-face conversations? Or do they say, as letter-representatives did to my wife last week, "deleterious effects" or "radiant units recessed under windows are no more obtrusive"? Do your letters sound pompous, arbitrary, insincere or petulant and selfish?*

The first step in your campaign to make sure that your company's letters reinforce your sales efforts and build good will is to look at your correspondence **from the customer's viewpoint**. Assign someone, preferably from your sales or advertising department, to read file copies of a few hundred letters mailed from all departments of your company during the past month. Be sure that whoever gets this assignment has enough imagination or sales sense to put himself in the customer's or prospect's shoes. Don't give the job to a grammarian or a split-infinitive hound. You're interested in finding out whether your letters give the required information (but no more!) and whether they're clear, friendly and persuasive. Maybe later on you should have some of your correspondents brush up on their grammar or the rules of correct usage, but don't worry about little things now. You're gunning for big game, and you'd better keep your eye on the customer and his likes and dislikes. Concentrate on what will sell him and keep him sold. For this survey

of your company's correspondence, the letter appraisal chart, with the suggestions which accompanied it, in the July and September issues of *The Reporter* should be a satisfactory guide. If you want my slant in greater detail, you'll find it in "Getting Full Value for the Business Letter," published by the American Management Association (Office Management Series No. 93).

In next month's column I'll suggest some later steps which should produce results in a campaign to stir up your correspondents and to improve your company's letters. If you're really interested in what can be accomplished through such a campaign, you'll take the first step now. You'll take a look at your company's correspondence — from the customer's side of the fence.

Another Specimen

Last month I promised to bring to our clinic a letter that failed to consider the customer's point of view and to give him a complete reply. Here it is, a letter from a large mail order house:

"The shoes that you have sent to us are not acceptable for adjustment."

"We are returning them to you by parcel post."

Why were the shoes "not acceptable"? That's what the customer wanted to know. Here is a revision suggested by the correspondence counselor of that company:

"We have carefully inspected the shoes you returned to us. They show no evidence of poor workmanship and there is apparently no defect in material. Also the shoes have been given considerable wear."

"We are always glad to make good on any merchandise that is faulty in either material or workmanship. In this instance, however, we do not believe it would be fair to allow credit upon the shoes we have inspected. For this reason we are returning them by parcel post."

"Although we have been unable to comply with your wishes in this instance, we hope that you will give us future opportunities to be of service to you."

DMAA Round Table

Several—five, if you insist on being exact—of those who sat through the session on copy at the Direct Mail Advertising Association Round Table on October 19 asked for copies of the letters from which I read excerpts. To save typing and postage, and in the hope that others may be interested in these exhibits, I'm including them here.

The first letter, from the Commissioner of the Industrial Service Bureau of Chatham, Ontario, Canada, shows how a humorous touch adds strength to a letter, provided the humor is related to a main point in the message. Here's what Commissioner "Bill" wrote:

Indeed, Mr. Grady:

When I read your message of August 28th, I think of the husband who received a note demanding \$20,000 ransom or his wife would be kidnapped. He replied to this saying he didn't have the \$20,000 but the proposition interested him.

I am just a humble Commissioner of a staunch little city, who is giving his time for the joy of the task, and in the hopes that a workpile may be built up for loved ones returning; and I feel quite flattered that our name should be included in those you would address with the thought of a survey; but I gravely doubt if the Wallace Clark and Company could undertake these services as I have done just for the joy of the opportunity. So here's a privilege we will have to pass up for some time.

Nevertheless, it is nice to make the acquaintance of James F. Grady, and perhaps our paths may cross somewhere, for I am conducting a rather vigorous campaign that has met with quite a measure of success in the industrial acquaintances I have developed, and in the special traveling I have been doing, as I broaden our industrial horizon. Our latest acquisition has just been the taking up by International Harvester 50 acres for a two million dollar motor truck plant.

So at least progress is being made, and of course if you are ever this way and just want the opportunity of meeting only, what a thrill to have you cross our threshold.

Best wishes always,
Industrial Service Bureau.
(Signed) Bill
Wm. M. Gray, Commissioner,
277 William Street South.

THE REPORTER

In the spirit of "Bill's" friendly letter, I sent the following reply:
Hello, Commissioner Bill:

My familiar greeting was prompted by your neighborly signature and your friendly reply to my letter of August 28.

Mr. Clark and I enjoyed your letter almost to the point of offering a survey solely for the "joy of the task," as you so aptly referred to your labor of love for Chatham. Just in time, however, we remembered Paul's counsel that "the laborer is worthy of his hire," and we wondered what we would say to the tax collector if a year from now our books showed only joy as a result of our work for Chatham and the dozen other Chathams whose commissioners might write letters as moving as yours.

It would be a treat to visit you and learn more about Chatham and your efforts to bring about sound industrial expansion. Your "Industrial Service Bureau," which incidentally is one of the best publications of this type that I have seen, should help materially in attracting desirable industries to Chatham. I like particularly the factual presentation of Chatham's advantages and the absence of overstatements and superlatives characteristic of so many community publications.

If business or pleasure ever takes me to your part of the country, you may be sure that I shall accept with pleasure your invitation to cross your threshold, and just for the opportunity of meeting the man who sends such welcome, human messages. Perhaps you will have occasion to visit New York soon and will give us the opportunity of making the personal ac-

quaintance of William M. Gray. A chat with you, preferably at a long luncheon, would be a pleasant break in our money-making, although decidedly joyful, day's labor.

In the meantime we shall read with keen interest all news items about Chatham and hope that several more two million dollar plants will be established in your forward-looking community.

Best of everything to you and Chatham.

Sincerely yours,

Wallace Clark & Company.
(Signed) Jim.
James F. Grady.

My time is up, so I'll save my "gas" letter until next month. If you were at the DMAA Round Table, you'll recall the letter from the Gas Company which told the customer, among other things, that if she used more gas (she didn't intend to use more, and had said so in her letter) the "Japs would win the war and all you'd get is a handful of rice for a meal and no stoves, no dishes, no nice homes, no nice furniture . . ."

This "gas" exhibit, an individually typed form letter, will get us into a discussion of the sales effects of so-called routine letters.

* For specific examples of letters which confuse or antagonize the reader, see "Seven Guides to Friendly, Effective Letters," in the July, 1945, issue of *The Reporter*.

MAGIC WORDS

Suggested by Howard Dana Shaw during a talk before the Philadelphia Direct Mail Club.

If a fellow wants to learn to write letters that get under the reader's skin, he must collect words as other men collect stamps or first editions. It's not a bad idea to dedicate a page in your pocket notebook to the words you hear that strike you as powerful. Most result-getting words are short and simple, and it's a real game to teach the eye and ear to spot them—and then train the mouth and hand to use them.

In mail order, where the testing process goes down to phrases and even individual words—especially in headings—there's a storehouse of knowledge about magic words. The sales letter writer knows that the

change of a single word will sometimes increase a letter's effectiveness. Here, collected from many sources in mail order and tested advertising, is a brief collection of words known to be powerful in letters and ads:

new or now earn	you	ruin
free	crazy	easy
success	first	these
how	jealous	at last
which	money	mistakes
	amazing	wanted
	here	

Some of these represent ideas that can be expressed in other words. For example, the word "Announcement" is effective, as is almost any word that puts over the idea of news or newness.

Next time you write a letter that is important, see if you can put any of these words into the opening sentence or heading. Results may be amazing.



"Dear Madam: Is YOUR investment portfolio in shape to weather the economic changes ahead?"

Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks known to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)
80 Broad Street Boston 10, Mass.

C • BEACH

SALES LETTERS

GOODWILL LETTERS

Technical Copywriting,
Professional Proofreading
and Manuscript Editing

816 PENOBCOT BLDG.

Detroit 26, Michigan
Phone CADillac 6827

I will give constructive comment on one business letter. No charge or obligation.

Resultful
Direct Advertising
 Planned, Created and Produced
 by
D. H. AHREND CO.
has won
1216
NATIONAL AWARDS
in the Last 3 Years

Discuss your sales promotion problem with a qualified Ahrend executive. No obligation in N. Y. Metropolitan area; no charge for consultation, anywhere, when our proposals are accepted.

D. H. AHREND CO.
 52 Duane St., New York 7, N. Y.
 WOrth 2-5892

WHAT REPORTER READERS DID with those MOSELY EXTRA-PROFIT CHECKS!

One reader has been saving each check toward new, modern, postwar equipment which will cut his costs and speed his mail.

Another keeps the extra MOSELY DOLLARS in a "kitty" for the special extra direct mail or other campaigns which opportunities open up so often so quickly and unexpectedly . . . he doesn't have to ask for more "front office" money for the special promotion job.

Extra personnel for cleaning his list and putting it in good, clean, zoned postwar shape has been paid for by occasional MOSELY checks for another list owner.

If you have a responsive MAILING LIST, WRITE MOSELY TODAY about HOW TO GET MOSELY EXTRA-PROFIT CHECKS!

Perhaps YOU can get extra income from your present mailing lists for addressing for non-competitive, acceptable mailers, EXCLUSIVELY through MOSELY as your list broker. Write that letter TODAY!

Dept. R-11

MOSELY SELECTIVE LIST SERVICE

Mail Order LIST Headquarters

38 NEWBURY STREET
 BOSTON 16

"MOSELY sends the CHECKS!"

Another
GOOD FORM

Dear Henry:

In your September issue you reproduced a form for keeping Direct Mail records.

Enclosed is our form, which is a record of costs and results, which is a little more comprehensive.

Richard C. Sheridan
 Schneidereith & Sons
 206-210 South Sharp Street
 Baltimore 1, Maryland

Reporter's Note: Seeing the copyright, we asked Dick for permis-

sion to reproduce. Here is his answer:

There is no objection to reproducing our Direct Mail record form, and it is not necessary to stress the copyright. For any one person to reproduce this would be rather expensive, and as a matter of convenience to readers, we will be glad to furnish them at \$3.50 per 100, check with order. You may prefer, however, to merely reproduce it as a form from which readers can get some suggestions for preparation of their own forms.

RECORD OF COSTS and RESULTS OF ADVERTISING

DESCRIPTION OF MAILING		MAILING DATE		KEY	
PURPOSE	QUANTITY				
MAILING UNIT		DUPLICATING LETTER		PUBLICATION ADVERTISEMENT	
<input type="checkbox"/> LETTERHEAD <input type="checkbox"/> FOLDER <input type="checkbox"/> CIRCULAR <input type="checkbox"/> BROCHURE <input type="checkbox"/> CATALOG <input type="checkbox"/> ORDER BLANK <input type="checkbox"/> REPLY CARD <input type="checkbox"/> REPLY ENVELOPE <input type="checkbox"/> STAMPED <input type="checkbox"/> UNSTAMPED <input type="checkbox"/> C.O.D. <input type="checkbox"/> CARRIER ENVELOPE <input type="checkbox"/> SEALED <input type="checkbox"/> PENNYSAYER <input type="checkbox"/> GUM SPOT		<input type="checkbox"/> HOVEN <input type="checkbox"/> FILL-IN <input type="checkbox"/> MULTIGRAPH <input type="checkbox"/> ONE LINE <input type="checkbox"/> MIMOGRAPH <input type="checkbox"/> FOUR LINE <input type="checkbox"/> TYPEWRITER TYPE <input type="checkbox"/> PRINTED TYPE <input type="checkbox"/> FACSIMILE			
		<input type="checkbox"/> SIGNED <input type="checkbox"/> HAND <input type="checkbox"/> MACHINE			
DISTRIBUTION		<input type="checkbox"/> MAIL <input type="checkbox"/> DOOR TO DOOR <input type="checkbox"/> COUNTER <input type="checkbox"/> PACKAGE INSERT			
		<input type="checkbox"/> LIST <input type="checkbox"/> USED LAST <input type="checkbox"/> NUMBER UNDELIVERED			
MAILING LIST		POSTAGE <input type="checkbox"/> FIRST CLASS <input type="checkbox"/> STAMP <input type="checkbox"/> THIRD CLASS <input type="checkbox"/> MEYER <input type="checkbox"/> BULK THIRD <input type="checkbox"/> PRECANCELLED <input type="checkbox"/> PERMIT			
		ADDRESSING <input type="checkbox"/> STENCIL <input type="checkbox"/> TYPEWRITER <input type="checkbox"/> HAND			
INQUIRY RESULTS BY DAYS		DAILY RECORD OF ORDERS			COSTS
DAY FOR MD.	PER CENT	DAY FOR MD.	PER CENT		
1		DATE REC'D.	NO. OF ORDER		
2			PER CENT		
3			AMOUNT		
4					
5					
6					
7					
8					
9					
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29					
30					
31					
TOTAL		TOTAL			
SCHNEIDEREITH & SONS				DIRECT MAIL ADVERTISING PRINTING OF CHARACTER	
				• 206-210 S. SHARP ST., BALTIMORE, MD.	

ANOTHER NEW FEATURE SOON . . . WE HOPE

Following item appeared in October, 1945, issue of "The Sorting Table," official monthly organ of the British Direct Mail Advertising Association:

Monthly Letter to America About Direct Mail in Britain

Henry Hoke, the internationally known publisher of "The Reporter of Direct Mail Advertising," from which I so often copy, writes:

"Here's one thing I would like to discuss. I have been planning on making 'The Reporter of Direct Mail Advertising' a much more comprehensive magazine after the war with Japan is over. We are going to branch out along many different lines.

"I'd like to include each month some sort of a report on the activities of the British Direct Mail Advertising Association. Not so much the personal activities, but actual items of successful Direct Mail campaigns, and how Direct Mail is faring in England.

"Would it be possible to set up a correspondence between some of your group and this office, so that we could at least have a monthly letter? Let's start thinking about it anyway, and maybe you could tell me how it could be worked out."

The Council has appointed Mr. Wright as our correspondent with Mr. Hoke. Will members please send him any useful or interesting notes about Direct Mail, specimens, statistics or anything that will help him make a useful contribution to our friend's journal?

Send either to the Association office or direct to:

MR. A. L. WRIGHT,
Brooks Appliance Co., Ltd.,
80, Chancery Lane,
London, W.C.2.

□ **The Man Who Was GI Joe**—issued by The American Legion Magazine, 1 Park Avenue, New York 16, N. Y. Horizontal style, 11"x 8½", 36 pages and covers. This is the second in a series of surveys sponsored by The

American Legion Magazine. Printed in three colors, blue, brown and black and illustrated with many fine pictorial charts and cartoon sketches. Deals with habits and preferences in tobacco, soft drinks and candy among World War II veterans. A good book to have for your idea file, as it shows very fine handling of illustrated or pictorial charts. We have been advised that copies of the booklet will be supplied on request.

□ **Memory Is a Living Thing**—a super excellent public relations report issued by the Barre Granite Association, Barre, Vermont. Size 8½"x 11", 32 pages and covers. The name of the Association is well hidden. At first glance, no name appears in the report. It seems simply to be a beautifully executed booklet on War Memorials. But, in reading the copy the name of the Association is given with the information that copies are available at 25c each. If you want a fine specimen of dignified, well written copy, beautifully printed and illustrated, for your idea file, write for a copy of this report.

GOOD COLLECTION LETTER

We've lifted the following from the always good Wolf Magazine of Letters, h.m. of The Wolf Envelope Company, Cleveland 1, Ohio:



Goldwaters
The Best Always
PHOENIX, ARIZONA

PHOENIX
PREScott
ARIZONA
BILTMORE

Dear Mrs. Jones:

Pedro looks asleep, but you'd be surprised at what he sees through half-shut eyes, and he's always willing to give us the benefit of his observations provided it doesn't require any physical exertion. He calls to our attention your balance of \$13.95, which has been overdue since April 30th. "Maybe she seek, or maybe she forget, quien sabe?" he shrugs—"Better you should write her a letter."

And so we are writing to find out if maybe you are "seek" or maybe you forget. Won't you tell us what to expect?

Sincerely,

VERA M. McDONALD,
Credit Department.



ECUSTA

Fine Flax Paper

Here is a multi-purpose paper suitable for letterpress, offset or gravure reproduction. Use it for:

BUSINESS STATIONERY

AIR MAIL STATIONERY

BIBLE PAPER

MAKEREADY TISSUE

Send today for swatch books

ECUSTA PAPER CORPORATION
PISGAH FOREST • NORTH CAROLINA



When you think of mailing-lists—
think of GUILD

76 NINTH AVENUE
NEW YORK 11, N. Y.
Chicago Office, 7 So. Dearborn St.

SELL BY MAIL

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

The ARTWIL CO., Advertising
24 West 48th Street • New York 19, N. Y.
MEDallion 3-0813

MOSELY SERVICE made possible Mail Volume— Mail Volume made possible MOSELY SERVICE!

New, large-volume mail order sellers, who seek 20,000 to 250,000 NEW CUSTOMERS a year entirely DIRECT MAIL from outside MAIL BUYER Lists, express themselves as delighted at the quick grasp and thorough-going service from the MOSELY ORGANIZATION. The scientific and rapid MASS PRODUCTION of NEW CUSTOMERS for many mailers has been greatly increased by MOSELY "KNOW-HOW" and facilities.

These have been made possible by the extensive Volume of keyed mailings scheduled through MOS- ELY. All MOSELY CLIENTS PROFIT from this.

Put YOUR MASS MARKETING PROBLEM up to MOSELY!

Write Dept. R-11

MOSELY SELECTIVE LIST SERVICE

Mail Order LIST Headquarters

38 NEWBURY STREET
BOSTON 16

"MOSELY has the MASS MAIL MARKETS"—to EXPAND YOUR SALES rapidly!

The BLACK WIDOW Spider

Dear Mr. Hoke:

In your two books, "Black Mail" and "It's A Secret," you are doing every honorable American citizen a great service by exposing those who use the United States mails to undermine American high principles of life.

But there is another misuse of the mails which hangs like a black widow spider over the heads of business people who want to make friends and customers by the use of Direct Mail advertising. It is the type of copy which deals in trickery. It prostitutes letters, it tends to destroy faith in all mailed literature.

Recently I received a letter addressed to "OCCUPANT" at my home. The letter was sent out by a big insurance company and offered exclusive opportunity to get health insurance. They said they were letting a selected few in on the ground floor. They were doing this under the pretext of "research." "We have selected 1,000 names," the letter said, "and these names were taken at random from directories. To these selected few we are offering . . . and so on, and stuff."

Now, if this company had selected 1,000 names, why didn't they know my name? My name is not "OCCUPANT."

For many years before this big war, the Japs got hold of the word "honorable" and worked it overtime, but it has taken B-29's and two atomic bombs to arouse in them any sort of a desire to use a little national honor.

Someone has defined honor as: "Self interest consistent with other interests," and all American business progress has been made by people who have practiced this principle.

Direct Mail advertising consists in great part of sincere attempts to win customers and make sales. No doubt a great majority of the users of Direct Mail are living up to the above definition of honorable dealing. However, it takes only a

few drops of ink to blacken the cup and only a few tricksters to discredit Direct Mail advertising.

Don't you agree that there is only one kind of sale which can truthfully be called a "good sale"—the kind with which both the buyer and seller are satisfied?

Both parties to a good sale deal in plain words and clear facts. Neither the buyer nor the seller is trying to use tricks or half-truths to betray the other.

Neither wit, nor words, nor worth will guarantee a good sale. You can be cheated by a man of wit; you can be cheated by a master of words; you can even be cheated by a million-dollar corporation, but you will never be cheated by a man of honor.

Now that the war is practically finished, we should hope for a New Day in all advertising—and especially in letters and Direct Mail literature.

And we should not allow this New Day to be darkened by cheap Direct Mail trickery.

Very sincerely yours,

C. Beach
816 Penobscot Building
Detroit 26, Michigan

Reporter's Note: I agree. George Kinter will keep after the tricksters in his monthly column. And thanks to Charles Beach for pointing out the similarity between "Black Mail" (propaganda) and "Bad Mail" (fraud and trickery). All of it hurts Direct Mail. So many people have misunderstood my motives. Some few subscribers have cancelled because they didn't like the attention we paid to disruptive propaganda and the misuse of the franking privilege. One irate Californian recently "resigned" because he claimed that *The Reporter* was "communist." We've asked him to explain how a man who owns his business and his home (and liking both) could have that label attached. The explanation (if forthcoming) should be interesting.

H.H.

THE REPORTER

Notes from a Mail Selling Scrapbook

By JAMES M. MOSELY

"Make 1946 a better year for YOU!"

This tested caption, originated by Frank Egner, McGraw-Hill Book Co., and used for a number of items from business books to financial services, now becomes the slogan of large and small Direct Mail-mail order sellers as a new year approaches.

With production still choked, mail sellers are peering ahead (beyond present difficulties) to a more encouraging vista of what is to come.

More products of all kinds to be sold by mail.

More paper for mailings.

Spendable money in the pockets of a large part of the public. Immense unfilled wants!

A more unified nation which has prayed, worked, fought and won in a common cause—and felt some of its own strength. A huge national market not cut up by barriers of duties and tongues.

A total population which has increased by millions recently and will continue to be so by more millions for some years to come—more consuming consumers to buy!

More scientific and practical knowledge and experience on how to sell efficiently and skillfully direct by mail.

Plenty of help coming with a rush, to speed up all mailing operations and shipments.

The greatest postal system in the world reconverted to peacetime fast distribution of mail (if it's wise, it'll keep its rates at rockbottom for maximum tonnage).

In short, an era will be here soon where the master mail salesman will exceed even the personal salesman in moving merchandise and services to the consumer on a fast economic basis.

Greater value for the consumer at lower prices will come, not simply through government edict, but through more ingenious and efficient production and distribution.

The broad, long-run picture makes present "pesky" production bottlenecks, and delays and labor inefficiency, seem temporarily—and only so—tolerable.

Direct Mail's future is rushing toward it at super-rocket speed!

The immense variety of gadgets and specialties offered for sale, direct by mail and through magazines, for this, the greatest all-time Christmas selling season—just one more indication of the unlimited American ingenuity and skill in creating and supplying wants.

Gadgets interestingly presented!

With the holidays out of the way, and many new customers added for the future, many a progressive individual and firm will start figuring how to make Christmas, 1946, yield most sales, through far-ahead preparation and earlier release next year of ingenious Direct Mail.

The old, old lesson that sales through retail dealers can be stimulated by mass Direct Mail to get orders for the manufacturer direct from the consumer has been proven again and again this Noel.

It has been shown often enough that sales to the ultimate user can be made to pay the cost of the merchandise and advertising, eliminating final out-of-pocket cost. For each unit sold by mail, it is believed that an added unit is marketed through stores to consumers who didn't sign the card by mail but were willing to go "look-see" at a store.

The mail method is especially valuable in reaching extensive areas

**25,000 LEADING
NEW ENGLAND
EXECUTIVES . . .**

14,000 Manufacturers

in the

**DIRECTORY
of NEW ENGLAND
MANUFACTURERS**

**1946 edition now
available . . . \$25
per copy.**

George D. Hall Company

30 Kilby Street
Boston 9, Massachusetts

FIGHT TUBERCULOSIS

This year your dollars are needed more than ever before—to guard against a postwar TB rise. Send your contribution today.

BUY CHRISTMAS SEALS

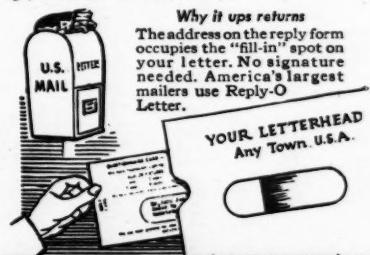
Another
REPLY-O LETTER
Success!

Borden's says:

"Result of test: ordinary letters—98 orders. Reply-O-Letters, 189 orders. (Copy, list, postage, identical on each half.)"

Why it ups returns

The address on the reply form occupies the "fill-in" spot on your letter. No signature needed. America's largest mailers use Reply-O Letter.



Write for samples today

The REPLY-O PRODUCTS Co.
150 W. 22 St. N.Y. 11 • 215 N. Michigan, Chicago 1

STOCK UP WHILE OUR SUPPLY LASTS

SUPREME QUALITY

ALBUMS

MADE FOR U. S.
ARMY AIR FORCE

200 Pages

No. DM-15 "Built-for-a-lifetime" album; sheet size $9\frac{1}{2} \times 10\frac{1}{2}$ inches; heavy black simulated leather grained covers; 100 black loose-leaf sheets; 2 metal posts.

CANNOT BE DUPLICATED FOR **\$6.50 EACH**

ANYWHERE NEAR THIS PRICE . . .

Limited Quantity . . . First come, first served

LARGER SIZE ALBUMS ALSO AVAILABLE

(Same "life-time" construction,
100 loose-leaf sheets)

Ideal for newspaper ads., giant photos,
samples, clippings, etc.

No. DM-21 size $23 \times 18\frac{1}{2}$ in. 13.00 ea.

No. DM-22 size $16\frac{1}{2} \times 13\frac{3}{4}$ in. 10.00 ea.

No. DM-23 size $13\frac{1}{2} \times 11$ in. 6.50 ea.

Sample gladly submitted—no obligation
Please send check with order
MONEY BACK IF NOT SATISFIED

SAMUEL L. UNGER
3 EAST 14th STREET • NEW YORK 3, N.Y.
Phone ALgonquin 4-2840

Looking for that Elusive Idea?



THE REPORTER is packed every month with ideas and suggestions that can be adapted to any business.

If you are not a regular reader . . . get on the subscription list and let the ideas passed along in each month's issue go to work for you.

If you are a subscriber . . . how about showing this copy to a friend? Returning servicemen seem to be especially interested in the possibilities in the Direct Mail Advertising field.

Rate: 1 year, \$3.00 2 years, \$5.00

THE REPORTER
17 East 42nd Street, New York 17, N.Y.

where retail distribution is thin, but where many "well-heeled" consumers live and buy.

Since most lists are arranged by cities and states, there is selective control of where the mail will go to greatest advantage.

A Direct Mail piece can usually tell a more complete and convincing story than the average newspaper or magazine advertisement or radio spot announcement.

Wonder when the largest national advertisers will realize that their greatest selling force direct to consumer is: Direct Mail.

One day they'll see the light!

Current mail order results: Mixed.

Some report orders have fallen off badly since July. Others more frequently state results are passable but less than before V-J. A few: "Results marvelous."

Take your pick and write your own for the period ahead!

Another Direct Mail-mail order advertiser has found the answer on how to lift sales in getting new customers: a liberal policy of free trial by the prospect before he has to pay instead of cash with order required.

If the names selected to be circularized are of good quality, preferably those who've bought something else on credit and paid or business men accustomed to reasonable credit, the "pay-later plan" will increase confidence, boost volume, perhaps from a "lose-money" to a make-net basis.

The Sears Christmas catalog was double the size of a year ago, Montgomery Ward's stayed about the same . . . all reflected shortages of merchandise and OPA squeezes.

But all are hoping to make a far better showing in their big books for the New Year.

A "tip" to users of outside lists:

On all lists which have paid out before, check back now on new balances of fresh new names, especially those acquired through Christmas.

¹ They'll yield much extra "gravy."

Mayor LaGuardia has been signed, at a fancy salary, to broadcast for a famous mail order book company . . . (so it is reported) in a choice Sunday spot near Winchell.

Reconversion item for mail selling: portable, stainproof lightweight aluminum bar for the home, made from war surplus materials by an ingenious war production firm—a sample of many more items to come which can be marketed at maximum speed with minimum delay and red tape at full retail markup Direct Mail to the right consumer.

Lyman P. Wood and those other "big-shot" agency executives who have retired to the country and their own mail order business, are having a lot of fun.

After selling the "Have-More Plan" book for \$1 by mail from Noroton, Conn., they have concocted a follow up called "The Homesteader" to sell by mail all sorts of books on how to have a lot of living for less money. It's a house organ, catalog and mailing piece all in one, with human introductions and comments to hold interest.

The plan of offering a "bonus" in the form of a certificate good for a 10% saving on the next order is an excellent way to show the consumer a saving—and hold his business.

Yep! Ham and bacon by mail without points.

Times are changing!

How about sheet labels to be typed in triplicate to reduce addressing costs?

Many are making them pay. But a leading book maller reports:

Results 2 to 1 in favor of envelopes addressed instead of labels.

The SCRAPBOOK recently suggested that unusual Christmas cards this year be saved for your Direct Mail idea file.

SCRAPBOOK "PASTER-UPPER"
Ralph M. Eastman, Vice President,

THE REPORTER

State Street Trust Company, reports that William Sumner Appleton, Society of New England Antiquities, 141 Cambridge Street, Boston, has a remarkable collection of Christmas cards over the years, with the changes in sentiments and physical formats a fascinating study for the future "Direct Mail genius at work."

The real "gravy train" in mass Direct Mail selling is from the second sale on, George Pfeiffer, III, Director, Circulation Promotion, HARPER'S MAGAZINE, formerly of J. B. Lippincott Company, told the Philadelphia Direct Mail Club the other day. A few "quickies" from his talk:

"The smaller the list, the better the results.

"Best lists for continuation sales on books are buyers of self-help books.

"Once one sells a second book to the same customer, you can swing him over to buying almost any other type of book; you don't have to continue to sell him the type he started on.

"You can hit the same customer with book offers at least once every three months.

"Fill-ins for mail order take too much time and do not pay off.

"Provocative headline often can be used to start a personal-sounding letter. Red for headline helps.

"Two-page letters better on two separate sheets now that paper is on its way back.

"Best lists, in order to pull: Your own mail customers; outside lists of mail buyers; compiled names.

"Perhaps there's another mail market which you're overlooking and which should be tested to widen your sales field!"

A dean of women of a large co-educational college recently began an important announcement to the student body as follows: "The president of the college and I have decided to stop necking on the campus."

From HOSPITALITY, h.m. of American Hospital-Medical Benefit, Detroit 26, Michigan.

THE REPORTER

EQUIPMENT

MULTIGRAPHES, MIMEOGRAPHES, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

HOUSE ORGANS

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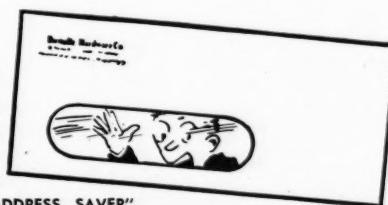
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